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NOVEMBER 1983

Contract

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BEST OF COMPETITION: Flip Seat by Fixtures Furniture

47 PRODUCTS CITED IN IBD/CONTRACT COMPETITION

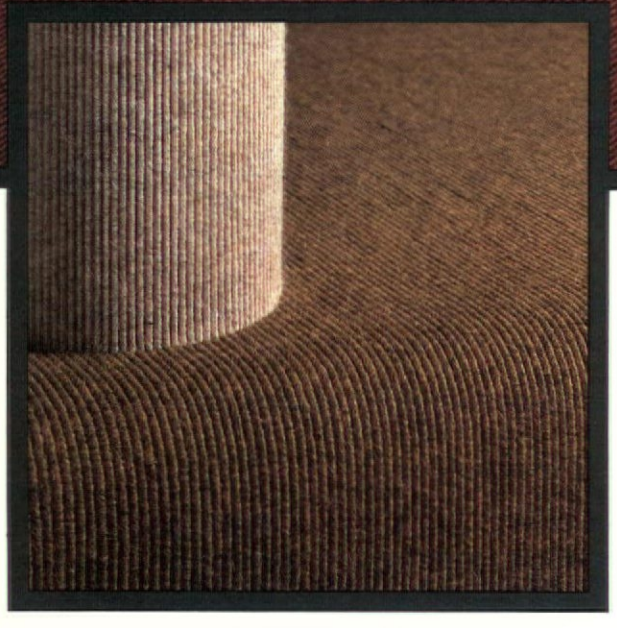
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- Technology fosters design changes : NOPA Study
- New ASID computer system; office product reviews

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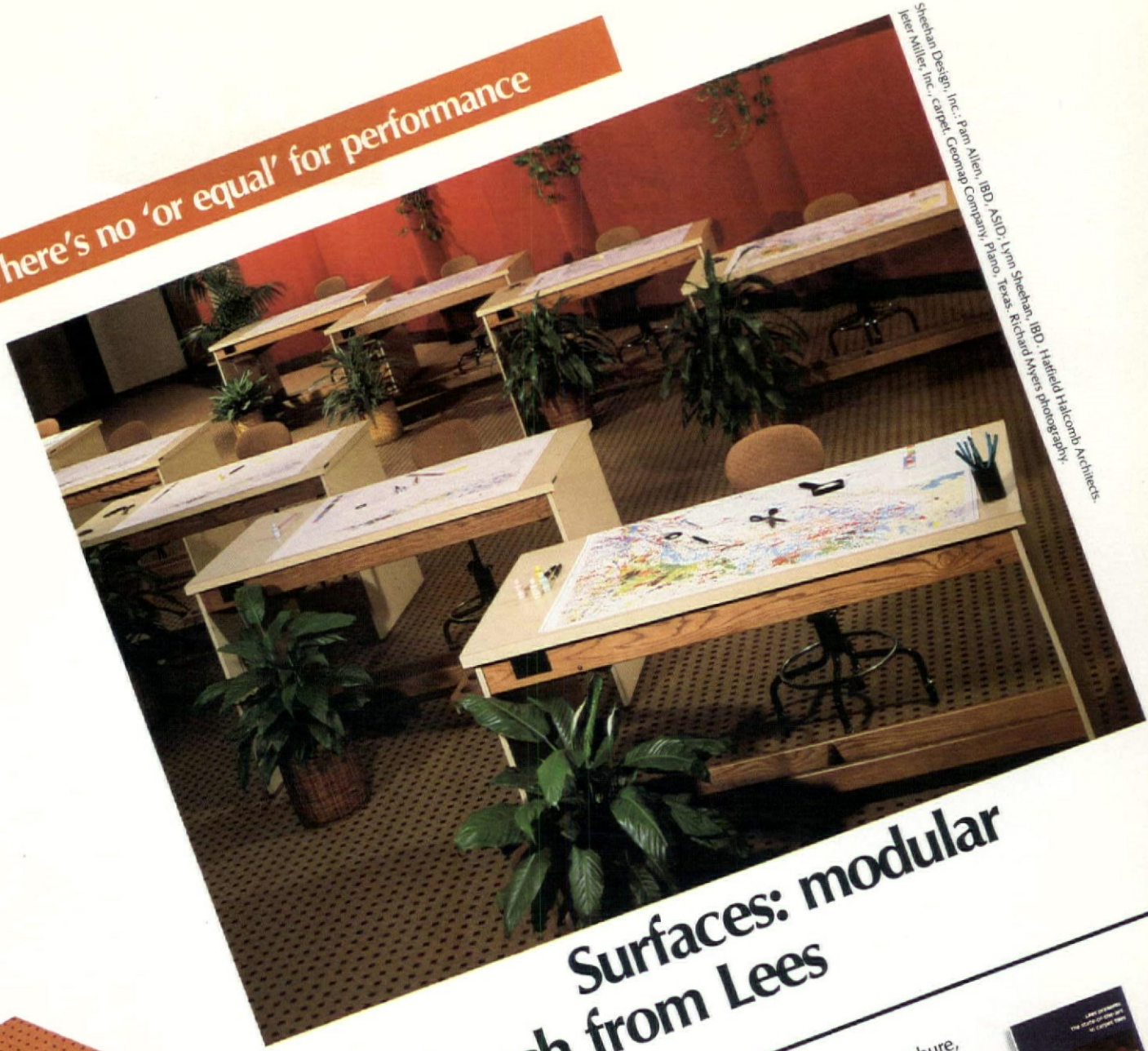
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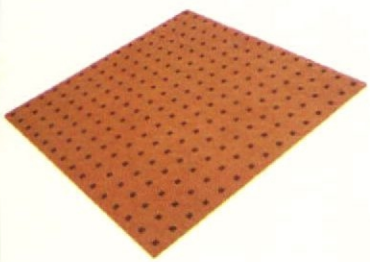


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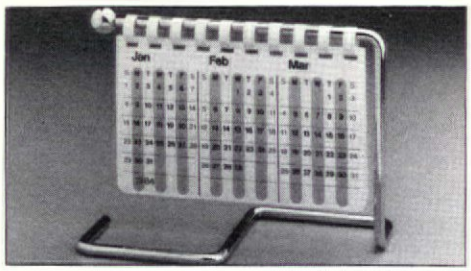
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Cover—*Fixtures Furniture's Flip Seat won Best of Show in IBD/CONTRACT 1983 Product Design Competition. Other winners are listed in feature section beginning on page 113.*

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Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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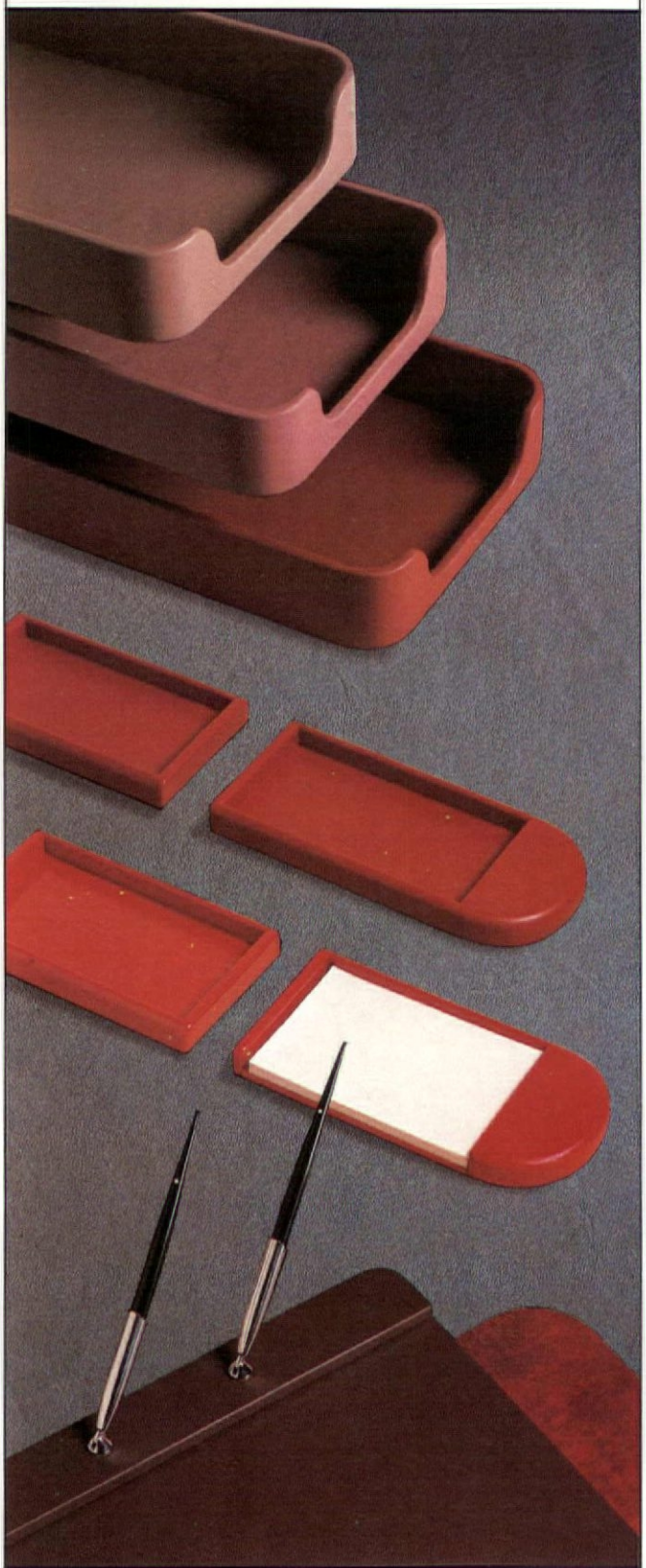
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Vol. 25 No. 10

December: Fast Food Restaurant Design and Retail Stores share editorial center stage in CONTRACT's December Executive Buyer Edition, distributed to an extra 5,000 fast food chain executives and shopping center developers. Mart & Showroom Buildings serving the contract industry—activities planned for 1984. Plus: Signage Report; Resilient Flooring product review; Art & Graphics Review—including photomurals;Fast Food Products and Store Fixtures.

January: 1984 premieres with CONTRACT's Annual Directory & Buyers Guide To Commercial/ Institutional/Architectural Furniture & Furnishings, the industry's most complete, up-to-date reference guide to contract products and services. Featured are Alphabetized Master List of Contract Suppliers; List of Suppliers By Product Category; Directory of Industry Associations & Societies; and Mart & Trade Exhibit Guide. Complementing the directory is CONTRACT's State-Of-The-Industry Report, overviewing developments in commercial space planning. Previewed is the American Association of School Administrators (AASA) Show, February 24-27, Las Vegas.

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Dear Editor: As one who has spent more than six years in the field of facility design and management, I am writing to express my delight at your efforts in sponsoring and nurturing the Computer-Aided Design & Management Conference sponsored jointly by CONTRACT and Facilities Design & Management magazines. This event has steadily improved and achieved a deserved status as an important conference in the design/management community.

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JEFF CROSS
Program Manager, Marketing
CORE Division
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Grandville, MI

Heights inherent in child's chair

Dear Editor: We would like to thank you for including an editorial feature on Piccolo Procaccino in the August issue of CONTRACT. We feel, however, that readers will be mislead by the caption. The chair has five seat heights in each unit as is. By rotating the chair, one may find seat heights of 4-, 6-, 9-, 11-, and 15-in.

PAT CARROLL
Procaccino
Philadelphia, PA

The Wight stuff

Dear Editor: I am writing in response to the article appearing in the August CONTRACT, "Who's Who In The Midwest," Unfortunately, Wight and Company did not receive a questionnaire, and thus, was excluded from submitting data for the article listing.

Wight and Company is a 55-person architectural and engineering firm with a diverse client and project background. Since January 1982, the firm has designed and specified 182,000 sq. ft. of interiors. Approximately 50 percent of this work is in the healthcare field, and 50 percent in libraries. Notable projects include four healthcare centers for PruCare of Illinois, Prudential Healthcare Plan Inc., which totaled 75,000 sq. ft., and a Physical Education and Community Recreation Center at the College of DuPage in Glen Ellyn, Ill., which totaled 120,000 sq. ft. We also completed the 26,000-sq.-ft. Glenside Public Library in Glendale Heights, Ill.

We regret our exclusion from the Who's Who list, but shall continue to read and appreciate your fine publication, and look forward to being a part of the 1987 listing.

THOMAS A. MORROW
Marketing Assistant
Wight and Company Inc.
Downers Grove, IL

Editor's note: All firms on reader subscription lists are sent Who's Who questionnaires. However, incomplete forms automatically disqualify firms from inclusion.

ERRATA

Hal Goetsch is the new president of HAG USA. He was incorrectly identified in the September issue of CONTRACT.

The Hardwood House listing in the "Quick Ship Directory," p. 76, August CONTRACT, is incorrectly noted. Delivery period for the firm's products is one-to-two weeks.

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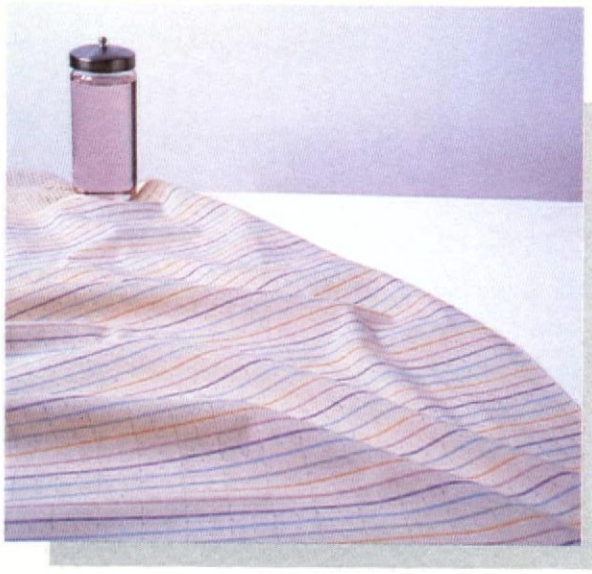
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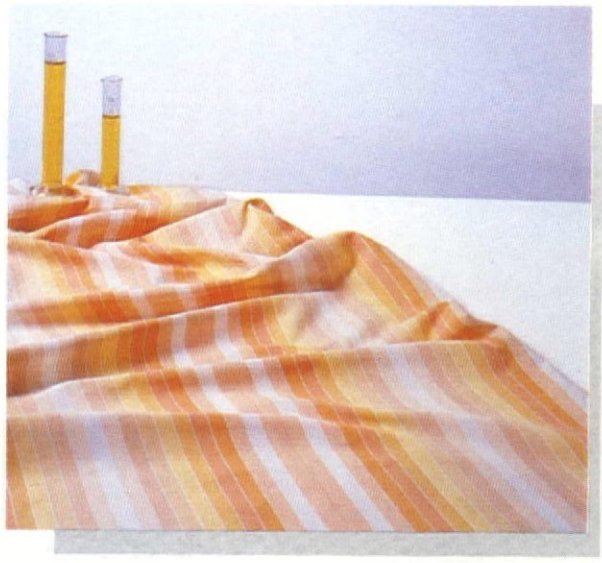
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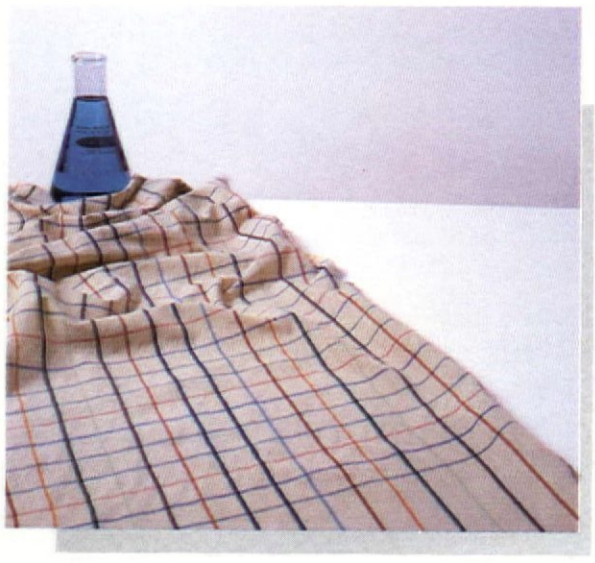
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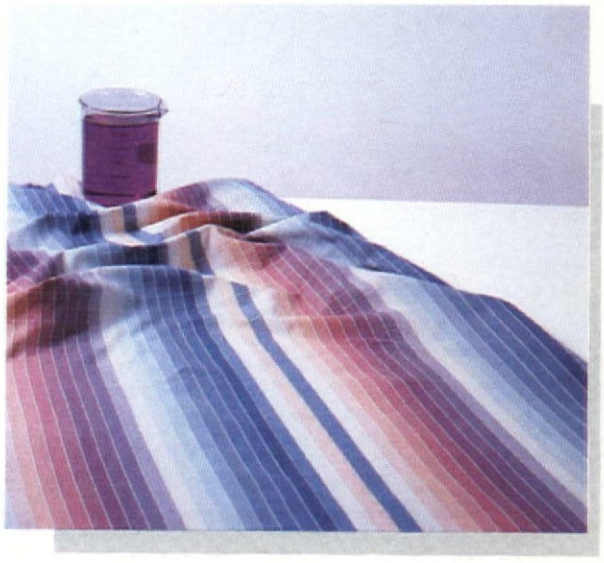








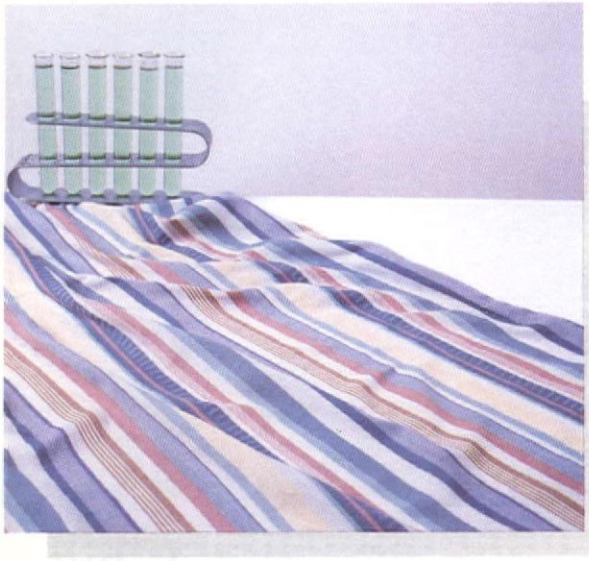




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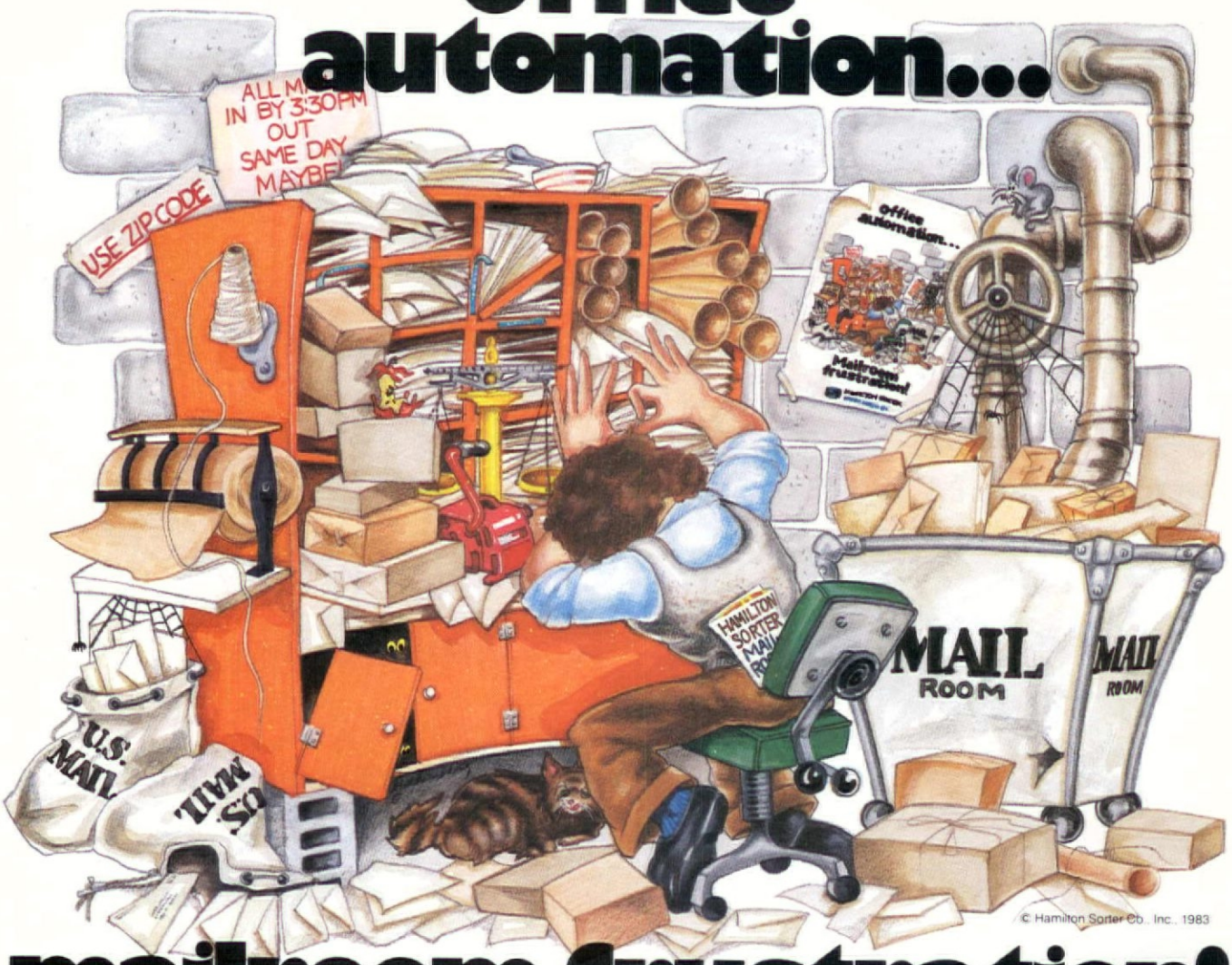
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700 specifiers view latest Ontario designs in unconventional Chicago loft setting

Chicago—A 7,000-sq.-ft. residential loft was the setting for contract lines from 26 manufacturers in an Ontario government three-day show which attracted more than 700 designers, architects, and contract furnishings specifiers to this city earlier this fall.

Interior designer William Godley, design consultant to the Ontario manufacturers for the show, created the concept for displaying office and institutional furniture in his loft apartment. Manufacturers' furniture lines were mixed in 14 actual room settings, including executive suites, offices, reception areas, lobbies, a computer center, and an audio-visual room.

Explains Godley, "The Canadian manufacturers and government officials heard about me as an American designer who would present products in a daring way. Exposition plans were made when lesser known Canadian companies wanted exposure in the large U.S. contract market.

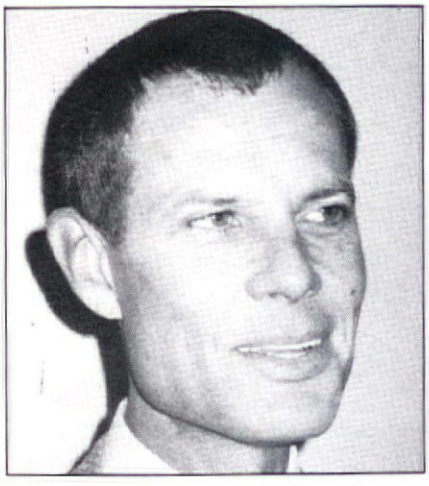
"I felt the most exciting manner in which to present products was to combine them in an unusual way. The concept of mixing pieces from various manfuacturers was totally different. Everyone cooperated with me on the idea."

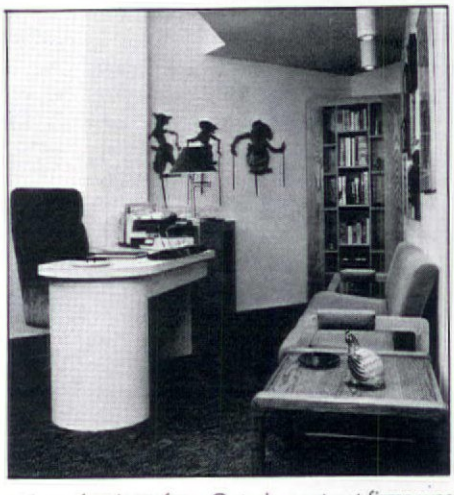
Godley visited Toronto three times during May to select products for the exhibition. His loft space seemed well-suited to the contract show: it was different and pieces could be shown in settings as they might be specified.

"This is the first furniture exhibition here," he reports, "though other events at the loft have included fashion shows, concerts, executive dinners and parties, weddings, and films. In addition to being my home, the space is totally commercial—it follows all commercial building requirements." The loft, a floor of a former paper factory not far from Chicago's Merchandise Mart, was designed by Godley as both business and residentially oriented space.

Another floor of show space leased in the same building allowed participants to exhibit furniture pieces not displayed in Godley's room settings. Manufacturers participating in the event included: Alan R. Daly Ltd., Art & Engineering Equipment Designs Inc., Avenger Designers Ltd., Canadian Atlas Furniture Mfg. Ltd., Croydon Furniture Systems Inc., D & E Wood Inds. Ltd., Designer Classics Carpet Mfg. Ltd., Design Products Ltd., and Dynamic Custom Equipment Ltd.







Grouped in lounge (top) and office (above, r.) settings, furniture from Ontario contract firms was displayed at the commercial/residential space of William Godley (above, l.), exhibition designer. Manufacturers' furniture lines were mixed in 14 actual room settings.

Other companies were: Fine Edge International, Fleetwood Fine Furniture, Group Four, Harts Upholstered Prod. Co. Ltd., Hentschel Baetz Ltd., Jayden Inc., Litton Business Furniture, Metalsmiths Co. Ltd., Nightingale Inds. Ltd., Ontario Store Fixtures Inc., Palmieri Furniture Ltd., Planon Systems Inc., Ruscana Furniture Ltd., Supreme Aluminum Inds. Ltd., and Teknion Furniture Systems Inc.


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A striking design, beautifully presented in wood, upholstery or perforated steel, rio is a remarkable, comfortable and highly functional stacking and ganging chair with easily added arms or tablets.
Torno™
Torno wood unites the natural beauty and warmth of solid oak or walnut with the strength of steel; seats and legs are supported by a steel construction cross with steel barrel nuts and threaded fasteners. The complete group includes modular lounges and visitor, conference and managerial chairs of unsurpassed comfort.


THE DESIGNER COLLECTION
Ninety-one new stock fabrics, including fire retardant selections, all for quick shipment, make up the collection. It features Design Coordinate Wools in herringbone, solids and heathers, with a matching vinyl Sharkskin for complementary colors and textures throughout an environment.
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Incorporating exceptional comfort in an elegant design of thermoplastic, wood or upholstered side, arm and tablet stacking chairs. The one piece, continuous, solid steel rod frame is available in bright chrome or five epoxy finishes and sixteen luscious high gloss thermoplastic colors plus rift cut white oak plus your choice of fabric offers unlimited designer selection.
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Arizona State University's Auditorium was one of Frank Lloyd Wright's last designs. 100% pure wool carpet was chosen to repeat its 18-year outstanding performance.

Completed in 1964, the circular-structured auditorium extends the outdoor desert environment indoors. For the desired natural beauty, as well as durability, soil and stain resistance and easy maintenance, 3,600 square yards of 100% pure wool, Earth Clay, custom carpet were installed.

The auditorium seats over 3,000. Annually, nearly 1 million attend 250 public events plus tours and rehearsals.

Through years of traffic, wool retained its rich color and luxurious appearance. Soil, spills and burns were removed with regular maintenance.

After 18 years, the foyer carpet was replaced using the original 100% wool carpet specifications. The used carpet was re-cut and installed on the ramps, in offices and seating areas! The wool stairway carpet still retains its beauty and serviceability and was not replaced.

Offer your clients this kind of performance when you specify wool. Its durability, easy cleanability, lasting beauty and economical maintenance make wool the most cost-effective carpet investment.

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The Phoenix Collection
Classic form in a continuation of flared arm styles for guest, stacking, conference and lounge applications.

Designed by John Duffy for Gunlocke.

Gunlocke

The Gunlocke Company
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Showrooms in New York, Dallas, Houston, Chicago, Los Angeles

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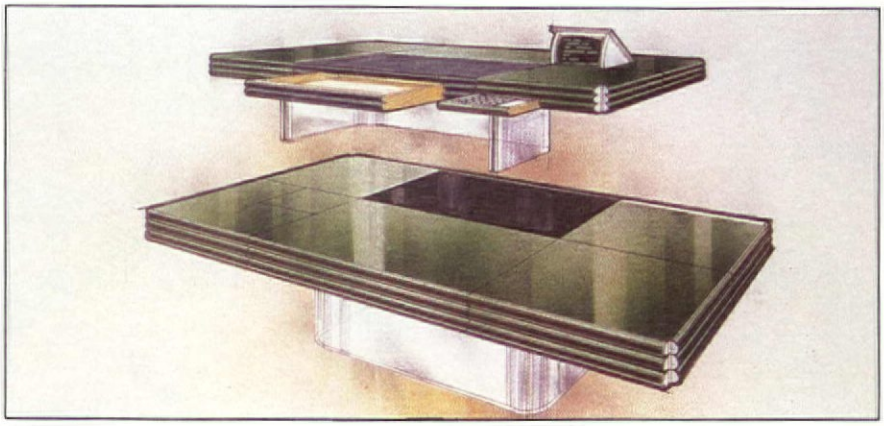
Futuristic desk concept takes $5,000 first prize award in ASID/Wilsonart laminates competition

New York—An innovative executive desk designed by Leon Barmache, ASID, Leon Barmache Design Assoc., New York, received first place honors and a $5,000 cash prize in the 1983 ASID/Wilsonart Design Competition recognizing unique uses of decorative laminates. Barmache also received a $1,000 merit award for his design of an atrium sculpture.

Cited for excellence in "Category I: Design Concept," the desk incorporates a built-in computer with pop-up screen, pull-out keyboard, and softwear dispenser, all of which retract when not in use. Black, bottle-green, and brushed aluminum laminates accent the desk's streamlined design.

Awards totaling $36,000—the largest amount ever offered in an ASID-sanctioned contest—were received by winners in two categories: design concept and existing application, and their local ASID chapters.

The ASID chapters received cash awards equalling the amount won by their members. A total of $11,000 was awarded to the New York Metropolitan chapter, $2,000 each to the Florida South and New Jersey chapters, and $1,000 to the New York Upstate/Canada East, Los Angeles, and California North chapters.



Black, bottle-green, and brushed aluminum laminates highlight a futuristic desk concept created by New York designer, Leon Barmache for the 1983 ASID/Wilsonart Design Competition. The desk took a $5,000 first prize in the contest's design concept category.

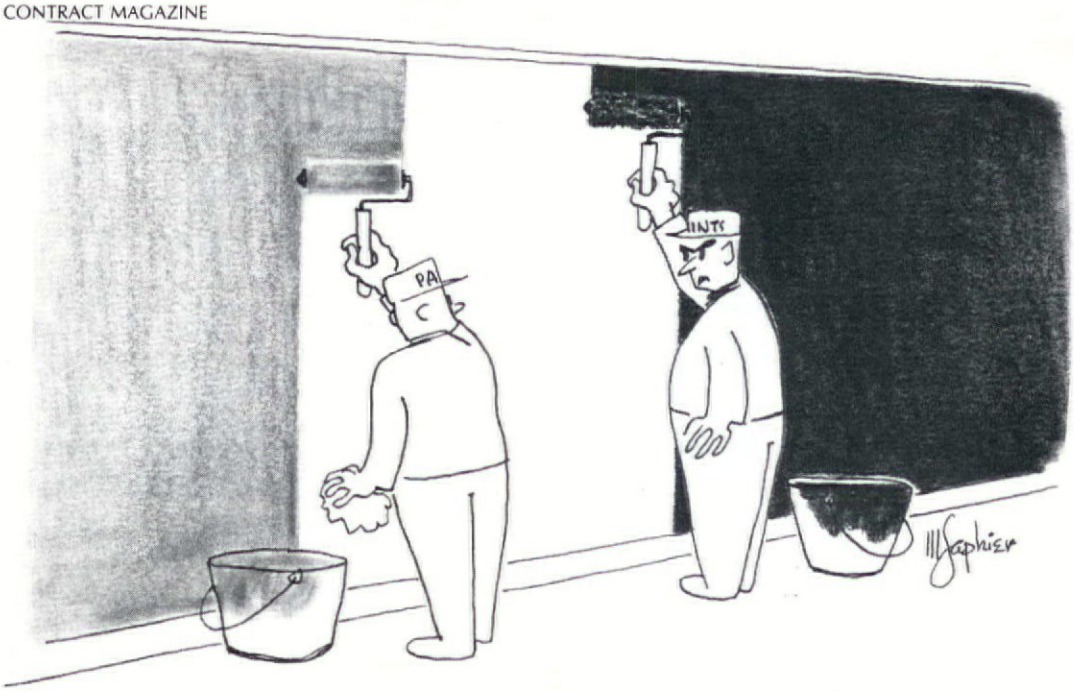
Judges for the competition included Sarah Tomerlin Lee, president, Tom Lee Ltd.; Lawrence Lerner, president, Environetics International; Sherman Emery, former editor, *Interior Design;* Beverly Russell, editor, *Interiors;* and Otho S. Shaw, partner, Shaw & Draper.

According to Bob Cottle, Wilsonart vice president, marketing, "The innovative designs created by the winners will increase the attention now given laminates as a versatile interior design element." The firm is now gearing up for the 1984 competition. A call for entries is forthcoming.

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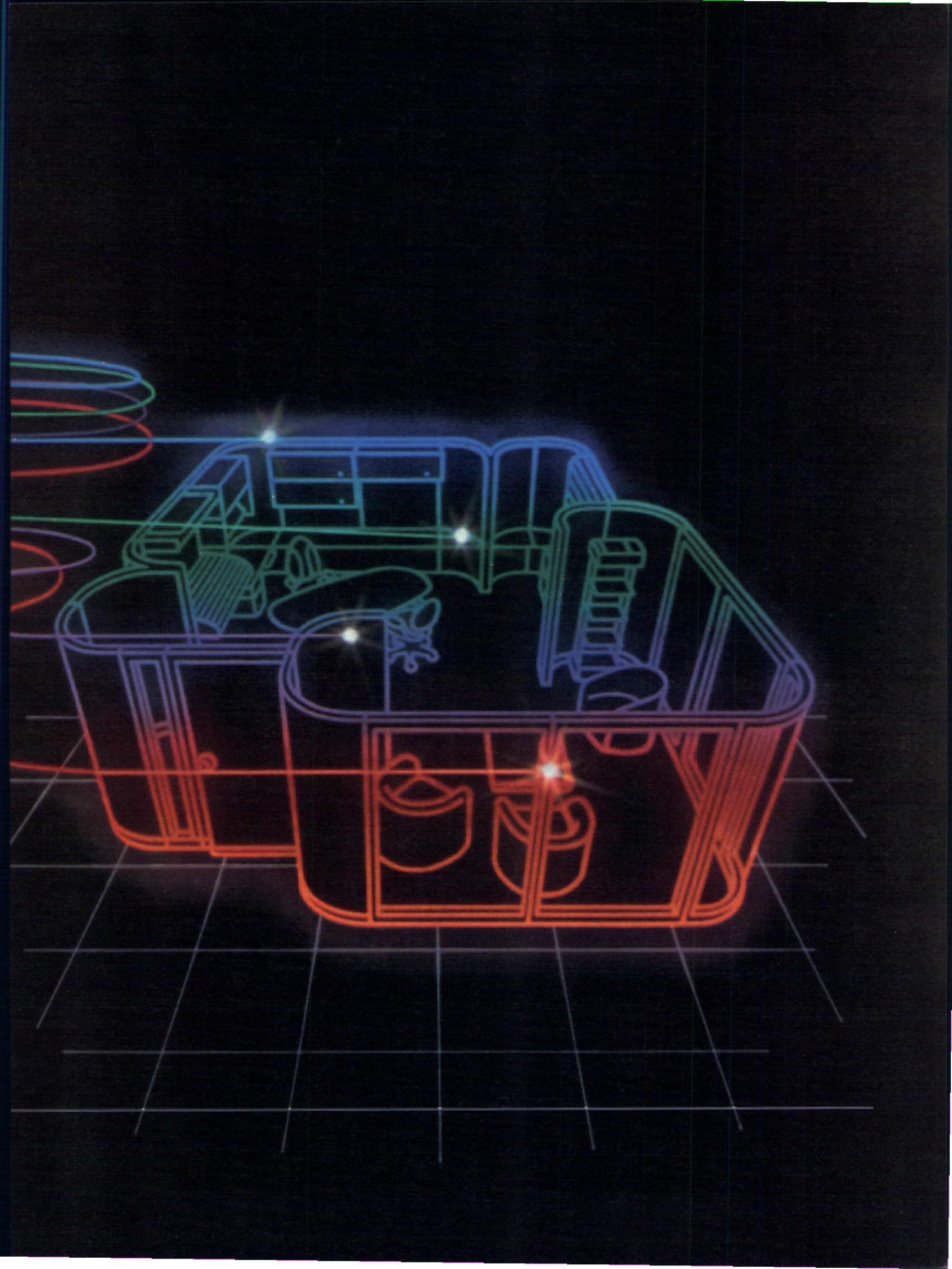
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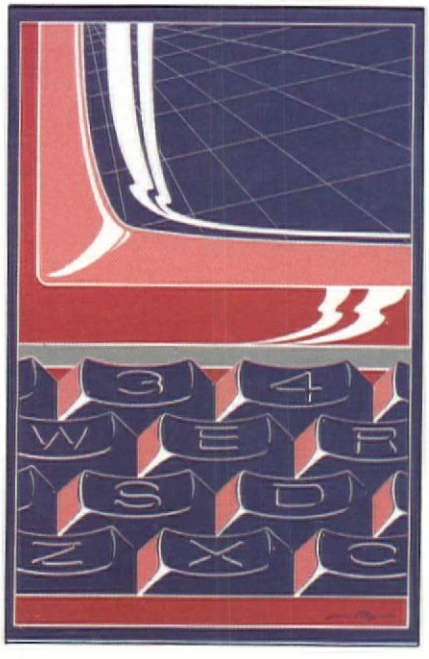
Showroom poster art program is developed by All-Steel to identify products & design directions

Aurora, Ill.—Abstract poster art specifically designed for All-Steel provides a vehicle for describing products and their applications in specific environments. The artwork also establishes the manufacturer's identity in U.S. showrooms.

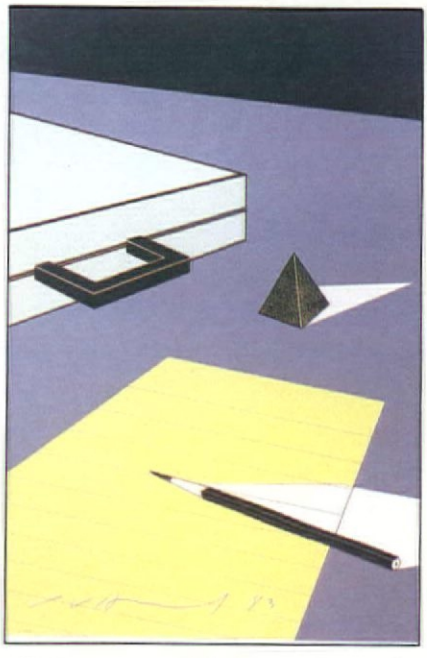
Poster themes target conference, electronic, secretarial, technical, and management environments. Each artist was given a theme and a color range with which to work. Colors derive from new All-Steel fabrics—a major influence on the firm's design directions.

Posters are mounted within workstation settings in All-Steel showrooms. Plastic overlays feature copy describing products displayed and how they solve specific design problems. Thus, posters enhance exhibited furnishings, while providing information on product lines.

Artists selected for the project include Chicago graphic designers Bobby Cochran, Dan Cosgrove, Pat Dypold, Laurie Rubin, and Los Angeles artist John Van Hamersveld.



Electronic office poster by Dan Cosgrove, Chicago graphic designer and illustrator, uses abstract symbols in dark blue, red, pink, and green to identify computer terminals.



John Van Hamersveld, Los Angeles graphic designer, selected light and dark greens and yellows to highlight his management office display poster for All-Steel.

Allied carpets Shubert Alley for "A Chorus Line" celebration

New York—A total of 1,100 sq. yds. of Bigelow carpet made of Anso IV HP nylon with Halofresh were supplied by Allied Corp. for a recent gala which recognized the longest running musical on Broadway "A Chorus Line." The carpet was used to cover Shubert Alley, a private thoroughfare behind the Shubert and Booth theaters, where a black-tie, VIP champagne party was held on the day the musical broke Broadway performance records.

Prior to the evening event, Allied hosted a variety of top interior design and architecture professionals at a black-tie dress rehearsal of the show, which was taped for broadcast on NBC-TV's "Live and In Person" the night of the performance. Following the rehearsal, space planning VIPs attended a champagne reception at the Palace Hotel as guests of Allied.

Carpeting was installed by Contract Distributors Corp., the same firm Allied retained to carpet New York's Avenue of the Americas for last year's "Night of 100 Stars" gala at Radio City Music Hall.



Allied's guests at the black-tie dress rehearsal and reception celebrating the day that "A Chorus Line" became the longest-running musical on Broadway included (from l. to r.) Kenneth van der Kolk, Gensler Assoc.; David E. MacDonald, Gibbs & Hill; Karen Randal, IBD; Michael McAneny, Hillier Group; Judy Wimpress, Allied; James Guequierre, Skidmore, Owings & Merrill; and David Martin, I.M. Pei. Allied carpeted Shubert Alley for the event.



Installation specialists from Pioneer Carpet transform New York's Shubert Alley into a VIP setting for a black-tie, champagne party, recognizing the record-breaking musical, "A Chorus Line." A total of 1,100 sq. yds. of Bigelow carpet were supplied by Allied for the event. Contract Distributors Corp. supervised the installation.

The excellence of any system depends on the excellence of its parts.

Systems office furniture is no exception. And a thorough appraisal of such a system must include an examination of its parts.

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Facit Generation III.

After a decade of leading the way in the design and manufacture of computer support furniture, Facit is proud to introduce the new standard for work station components...Facit Generation III.

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And how does it look? Our pictures say it all.



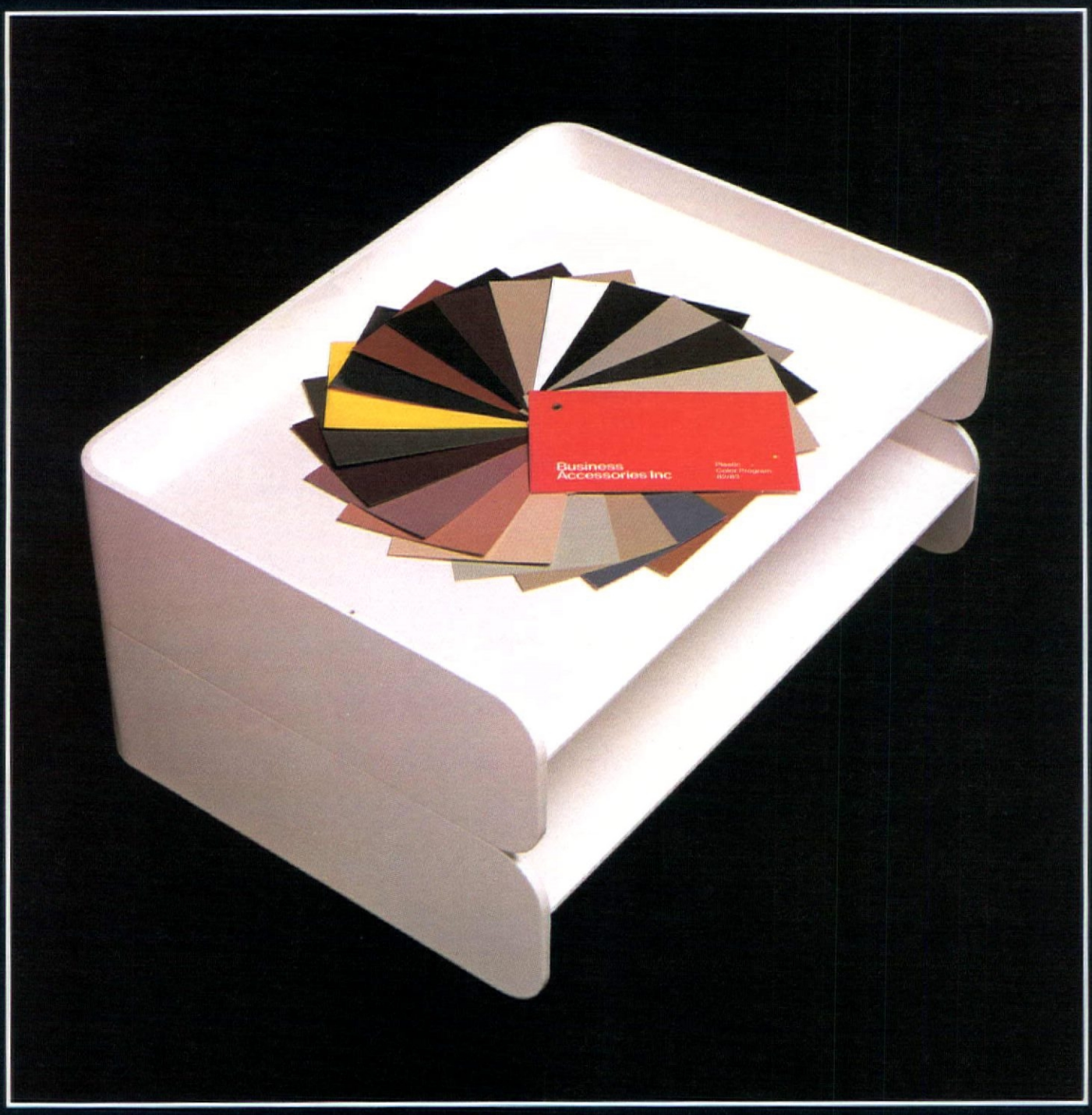
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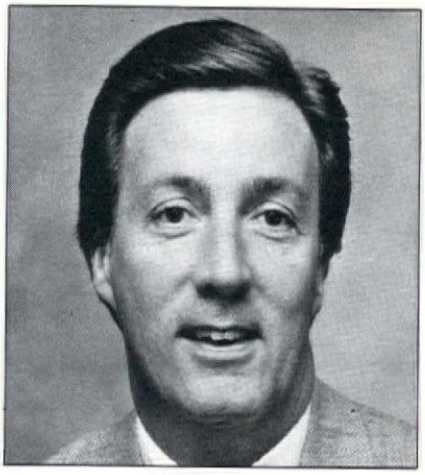
Circle 18 on reader service card

Samsonite Furniture, Vogel-Peterson join in cooperative effort

Denver—Samsonite Furniture and Vogel-Peterson, both divisions of Beatrice Foods, will join in forming a Commercial Products Cooperative Unit following Samsonite's separation from the corporation's luggage division. The news was announced by William L. Fox, president and general manager, Samsonite Furniture.

"The change will improve Samsonite's internal communications, eliminate customer confusion, and make us fully independent in both contract and casual furniture operations," comments Fox. He also noted that the separation would be accompanied by a move to the furniture company's primary manufacturing plant in Murfreesboro, Tenn.

In forming the cooperative unit, Vogel-Peterson's marketing efforts will be combined with those of the Samsonite contract group. Robert Scribner, Vogel-Peterson vice president of marketing has been appointed Commercial Products Cooperative Unit sales and marketing vice president and will spearhead communications efforts.



William L. Fox, president and general manager, Samsonite Furniture, announced that the furniture manufacturer will join with Vogel-Peterson in developing a Commercial Products Cooperative Unit.

"By coordinating marketing of furniture and other office products through a single cooperative unit, both furniture manufacturers can offer wholesalers, dealers, and their customers a more complete line of furnishings and equipment designed for today's offices," explains Fox. "Samsonite Furniture is now a unified, marketing-driven organization whose goal is to help dealers profitably sell more of our products."

America's best looking window shade works like wall insulation!



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Mentor/apprentice program introduced to design graduates

New York—The American Society of Interior Designers (ASID) honored local design graduates at the Princeton Club, and introduced industry professionals to the New York Chapters Quality of Life Mentor/Apprenticeship program.

Now finishing its pilot year the program involves professional chapter members serving as mentors to graduating students and new associates. Apprentices represented design schools in the metropolitan area. The program is chaired by Mary Houston, ASID; the steering committee chairman is Jack Lowery, FASID.

The Mentor/Apprentice Program was reviewed at ASID's National Conference House of Delegates meeting during the association's convention in Boston.

EOC

The Liisberg Chair is a classic example of design, comfort and engineering excellence. When Henrik Liisberg was commissioned to design this innovative seating effort he did so with EOC's unique production skills in mind.

The result is a family of chairs that inter-relate! Arm and armless chairs can be ganged together in varied tandem seating arrangements. Stack chairs with and without arms can be nested together.

EOC's freight free delivery program, Quick Ship plan and toll free order entry make it all the better. For further information on The Liisberg Chair, or any of the hundreds of other products, including seating, case goods, tables and panel systems, contact:

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The Liisberg Chair

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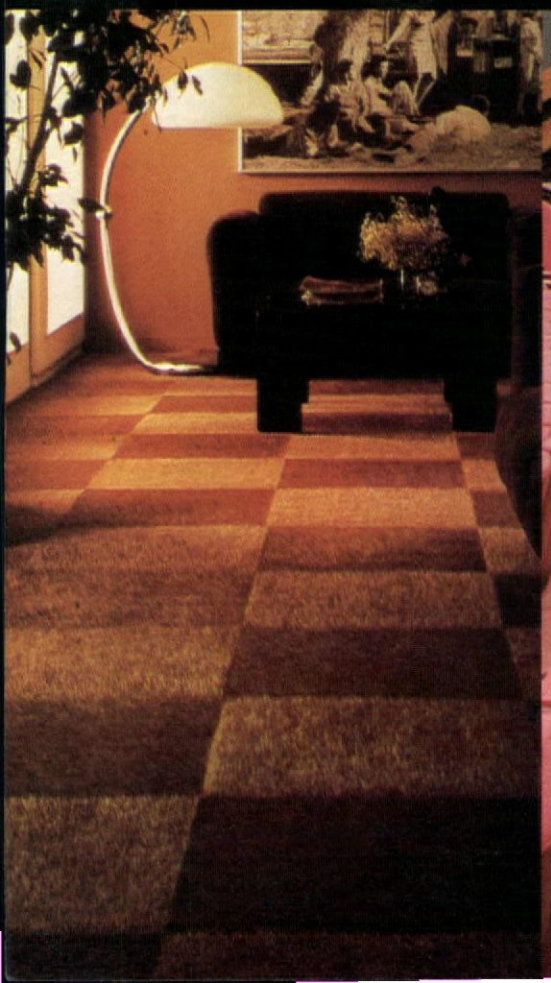
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heuga is specified for more commercial interiors worldwide than any other modular carpet system.

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Heuga carpet squares are designed for offices, corridors, lobbies . . . all commercial and institutional interiors. Heuga carpet squares are available in solid colors or patterns, use natural and synthetic fibers, and can be used in virtually any type of area . . . as you can see!

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Designer John Caldwell Discusses the Serpentine Seating System.

The 1900 Series.



"In my opinion, when it comes to today's smaller spacial environments, the soft and shapely Serpentine Seating System is the perfect design solution. Infinitely flexible, it has become one of the most popular systems in the country. While most manufacturers use foam poured into a mold, our system is built on an interior hardwood furniture frame with two separate innerspring units, designed to not only last but keep the seat and back free from wrinkles. Because of this unique construction, stretch fabric is not required. There is also an arm, table and bench option and the base is made of durable, matte black extruded vinyl. And because it's Condi, you can expect the highest standards of design, comfort and function."



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San Francisco
the Galleria/Design Center,
Space 449; (415) 861 · 7459

Seattle
the Design Center Northwest,
Space 222; (206) 767 · 5900

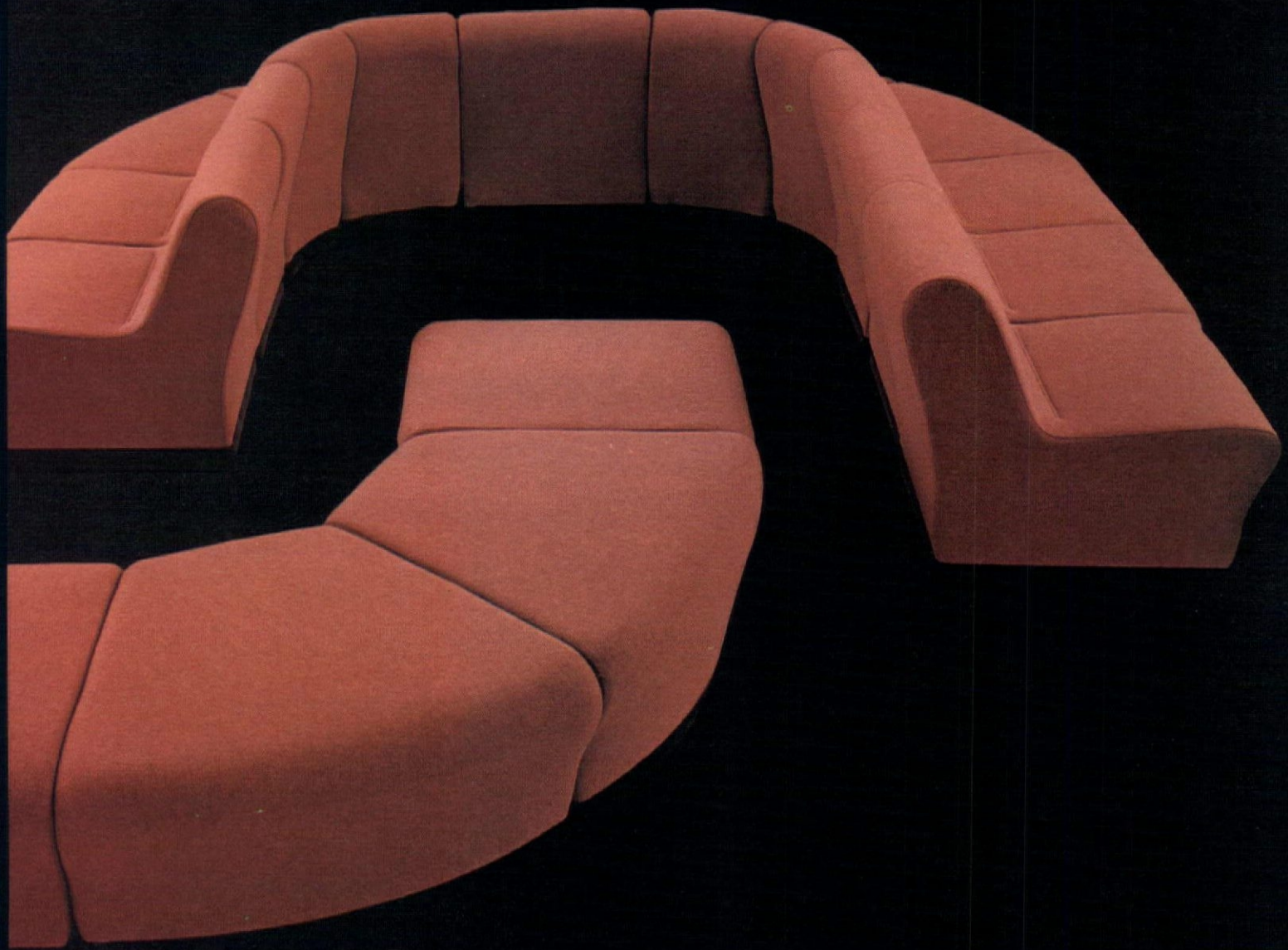
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NCIDQ releases updated study guide

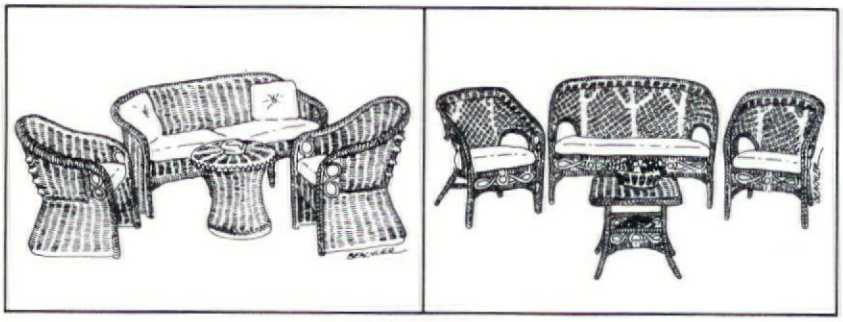
New York—A new edition of the National Council for Interior Design Qualification (NCIDQ) Examination Study Guide was recently released by the council. The guide is published to assist candidates preparing for the NCIDQ examination which qualifies interior design professionals.

The two-day examination consists of a three-hour written test and a 10-hour problem-solving portion. It is given twice yearly in more than 50 locations in the U.S. and Canada to individuals who meet the council's requirements.

The Examination Study Guide explains the test's contents, regulations, administration, and jury process as well as prerequisites to qualifying for the exam. Sample questions from the written test, juror work sheets, prototype design solutions, and a bibliography are included.

The NCIDQ is a nonprofit organization which regulates examinations used to qualify interior designers and researches methods for achieving legal recognition of the profession. Member design organizations include the American Society of Interior Designers (ASID); the Institute of Business Designers (IBD); the Interior Design Educators Council (IDEC); the Industrial Designers Society of America (IDSA); and the National Home Fashions League (NHFL).

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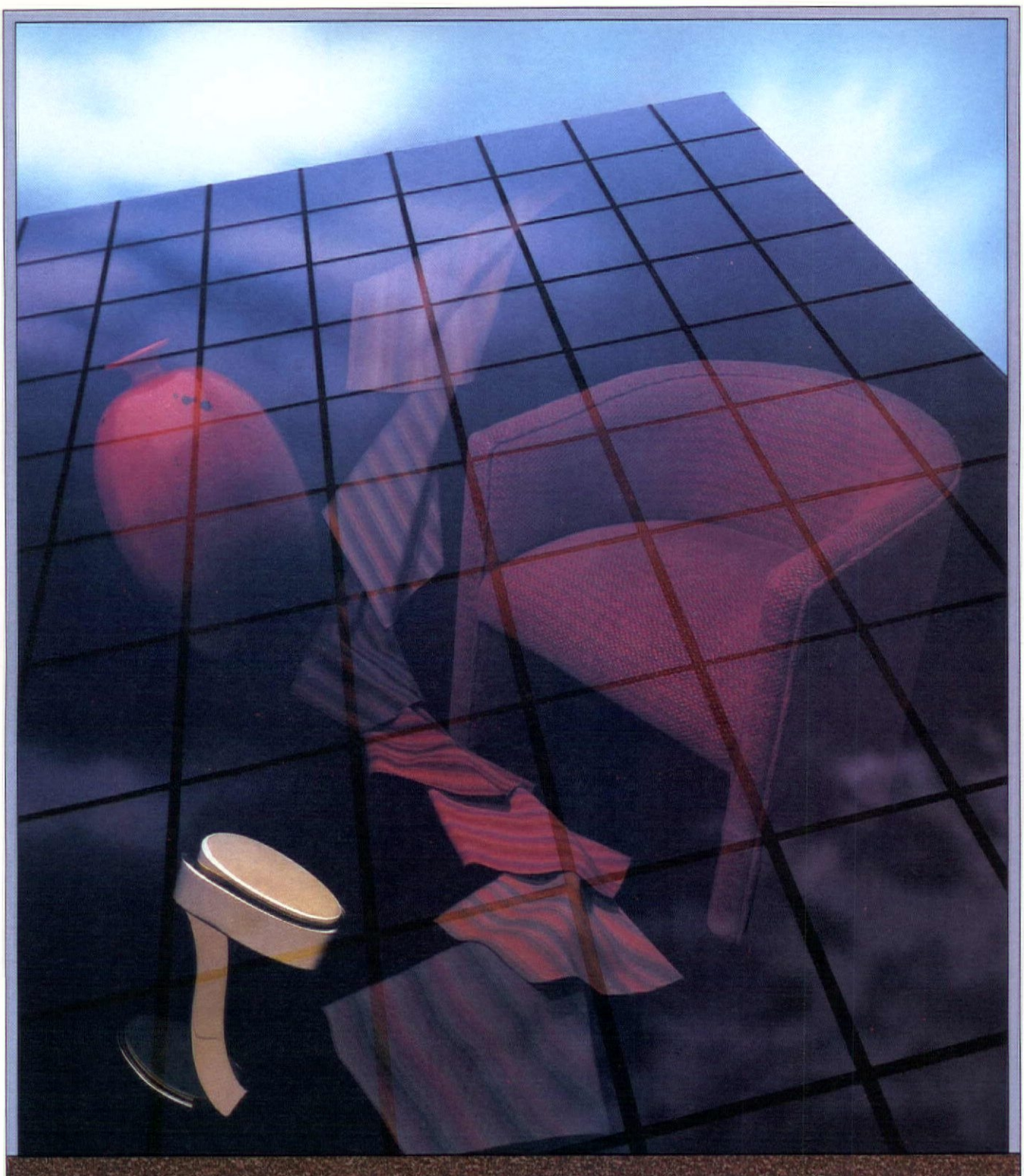
Typhoon INTERNATIONAL CORPORATION

SHOWROOMS: Los Angeles Home Furnishing Mart, L.A.; Merchandise Mart, Chicago; Southern Exposition Building, High Point; Western Merchandise Mart, San Francisco; Atlanta Merchandise Mart, Atlanta; Dallas World Trade Center, Dallas; Orlando Import Co., Orlando.

Circle 23 on reader service card

New Assignments: Beyer Blinder Belle awarded Ellis Island renovation contract

James W. Rhodes joins architectural and planning firm **Beyer Blinder Belle** to head the multi-million dollar restoration of the **Ellis Island National Monument,** New York. The project's first phase encompasses a $30 million renovation of the island's main building for use as a museum facility. Completion is anticipated for 1986 to coincide with the centennial of the Statue of Liberty. Remaining phases will be completed in 1992, coinciding with the 100th anniversary of the immigration center at Ellis Island . . . Navy contracts awarded **Jain Malkin,** La Jolla interior architecture firm, include the $8.6 million **Unaccompanied Enlisted Person's Housing** complex, North Island, Calif. and a $4 million **Reserve Training Center** in Miramar. Project architects are the **Blurock Partnership,** Newport Beach. General contractor is **Raymond Whitwer** . . . Architect **Edward Maurer,** Austin, Tex., will plan facilities for the **Ramada Hotel,** Tyler, Tex. The $11 million, 200-room facility will be completed in early 1984 . . . **Jung/Brannen Assoc.,** Boston, is project architect and space planner for **John Hancock Mutual Life Insurance Co.'s Clarendon Bldg.,** Boston. Restoration of the eight-story, $35 million structure will be completed in 1984. The Beaux Arts-style building won the Harleston Parker gold medal in 1924, the highest honor awarded by the City of Boston to buildings of architectural distinction . . . Boston architects **Huygens and DiMella** will design **Integrated Genetics'** new headquarters, research, and production facility, Boston. The two-story, 38,000-sq.-ft. structure will have a reflective glass and concrete exterior with an internal atrium.



THE DECORATIVE CENTER OF HOUSTON

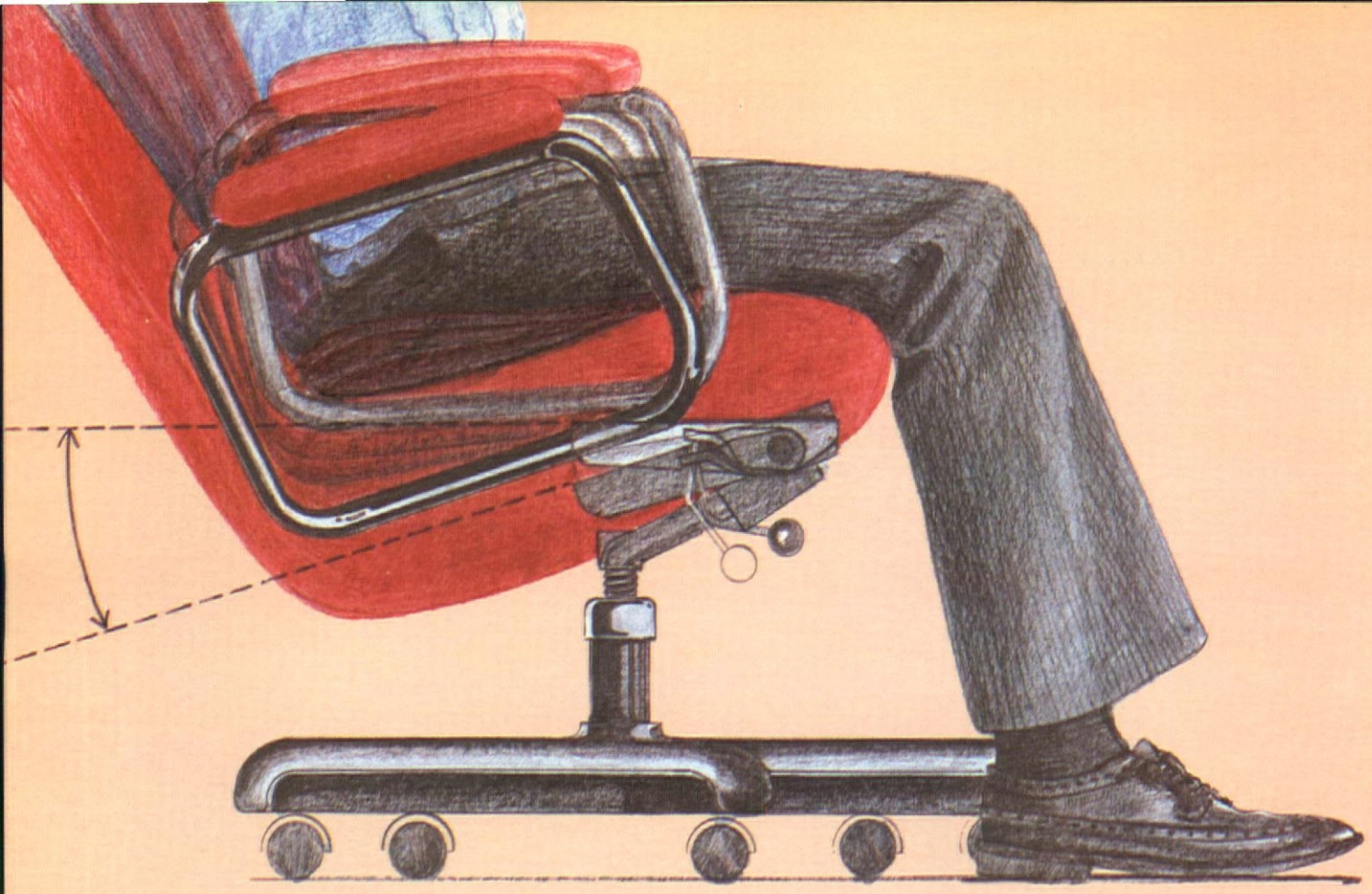
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Tripling in size. Expanding in scope to include leading contract lines as well as residential. Developing new services for the design community with meeting rooms, message center, intimate restaurant and bar. Creating excitement with a sophisticated design. To be a part of the great new tradition, call Jim Seymour or Howard Fuerst at 214/655-6100 in Dallas or Iris French at 713/961-9292 in Houston.

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KEEP YOUR FEET ON THE GROUND

... with Collier-Keyworth's **NEW** forward-placed fulcrum that minimizes vertical knee lift.

At last, a control mechanism with minimum seatfront lift. Collier-Keyworth's new torsion bar mechanism gives you an opportunity to enhance the comfort and utility of your small and medium-sized fixed back chairs without compromising the design of your office seating.

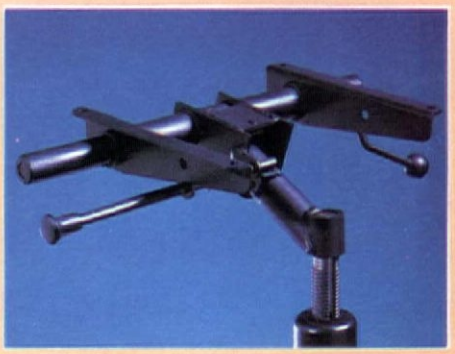
The unique forward positioning of the fulcrum (tilting axis) permits the chair to tilt back from the front edge. The resulting benefits of this revolutionary design include minimum vertical knee movement, elimination of any upward thigh pressure, and improved occupant access to lower desk areas.

Until now, a chair's occupant had to push away from the desk before reclining — not with Collier-Keyworth's model 782. The front edge tilt design makes this mechanism perfect for applications where space limitations are important, such as conference table seating, as well as for conventional office seating.

Heavy-duty/Slim Profile Mechanism

Collier-Keyworth's new slim profile model 782 features:

- ***100% welded steel construction***
- ***lubrication-free, reinforced nylon bearings***
- ***front and rear insulated stops***
- ***heavy-duty, hexagonal shaped torsion bar***
- ***easy access tension control***
- ***tilt locking push/pull rod***



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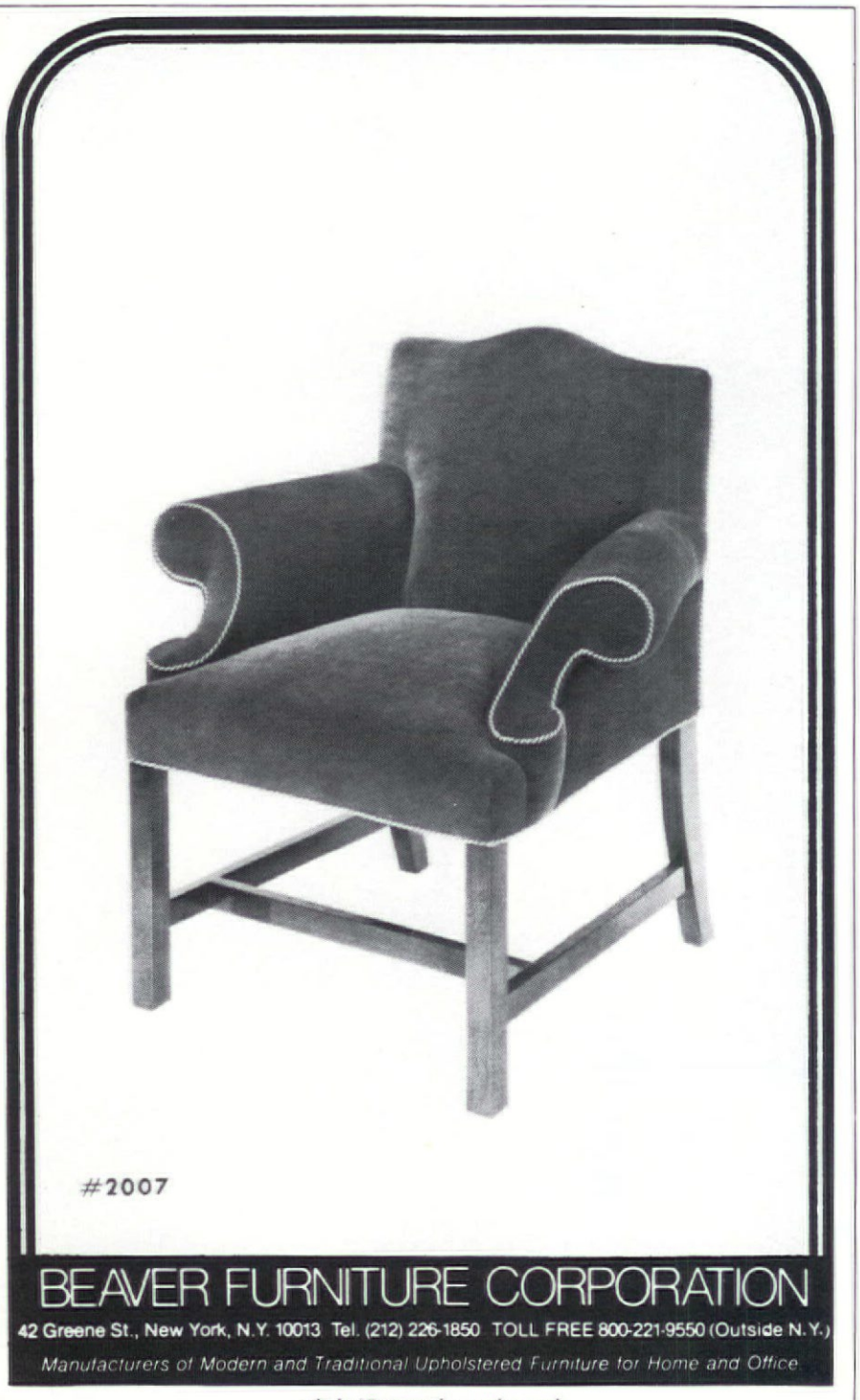
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Competitions: Formica offers $60,000 in Colorcore II design contest

Entries are now being solicited by Formica for the Colorcore Surface & Ornament Competition II, which will award $60,000 in prizes for completed installations or product designs now in production. Entrants are encouraged to use Colorcore as a new art medium and explore its sculptural and ornamental potential. Judging is based on design originality and innovative techniques that demonstrate the material's unique characteristics. A $15,000 first prize and $5,000 second prize award will be bestowed in contract, residential, and product design categories. Citations will also be awarded. Judges include designer John Saladino and architect Alan Buchsbaum, both on Formica's Design Advisory Board, as well as Jack Lenor Larson; French designer Andree Putman; James Stewart Polshek, dean of Columbia University's School of Architecture; Laurinda Spear of Arquitectonia, Miami; and New York architect Robert A.M. Stern. For information contact Colorcore Surface & Ornament Competition, Formica Corp., One Cyanamid Plaza, Wayne, NJ 07470. **Deadline: February 15, 1984.**

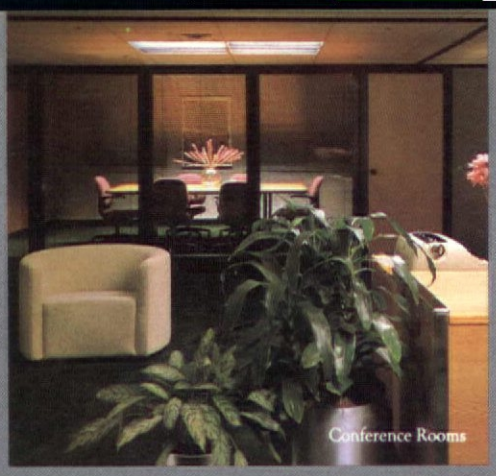


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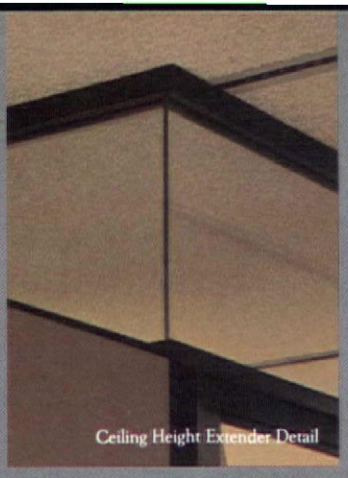
Wilsonart launches INNOVA

• Wilsonart and the Interior Design Educators Council (IDEC) announce joint sponsorship of INNOVA: A Design Challenge Competition, open exclusively to interior design students. Prizes will be awarded for innovative, speculative designs using Wilsonart decorative laminate in four categories: residential and contract fixed and freestanding applications. First-place winners will be awarded expense-paid tours to the 1984 Milan Furniture Fair. Two $500 merit awards will be presented to runners-up. A $1,000 cash honorarium designated as the "Design Educator Excellence Award" will be presented to professional instructors or schools sponsoring the first prize winners. Sponsors of merit award winners will receive $500. Jurors include Neville Lewis, president, Neville Lewis Assoc., New York; Dorothy Fowles, IDEC president and faculty member, College of Design, Iowa State University; Dr. Fabio Fabiano faculty member, School of Architecture and Environmental Design, University of Texas, Arlington; David Cooke, past president, Institute of Business Designers; and Stanley Abercrombie, editor, *Interior Design*. For information contact INNOVA: A Design Challenge Competition,McKone & Co. Inc., 2700 Stemmons Tower East, Suite 800, Dallas, TX 75207; 1-800/433-3222. **Deadline: January 31, 1984.**

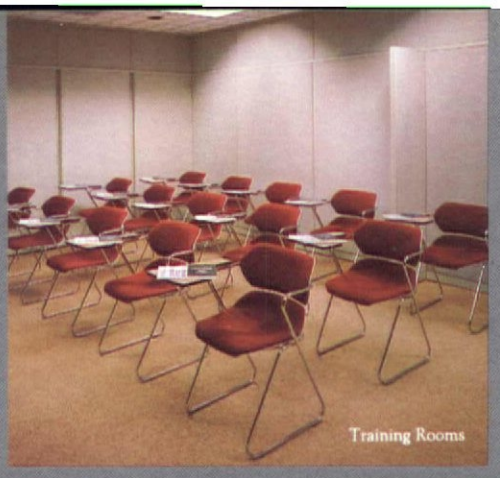
• The American Society of Interior Designers (ASID) Educational Foundation announces the ASID Joel Polsky Prize which awards $2,000 for outstanding academic contributions to interior design through literature, visual communication, or documented research. Entries should address the needs of the public, designers, and students. Material will be judged on a variety of criteria with emphasis on bibliography , breadth of material, comprehensive coverage of topic, graphic presentation and organization, and innovative subject matter. For information and entry application contact ASID Headquarters, 1430 Broadway, New York 10018. **Deadline: December 15, 1983.**



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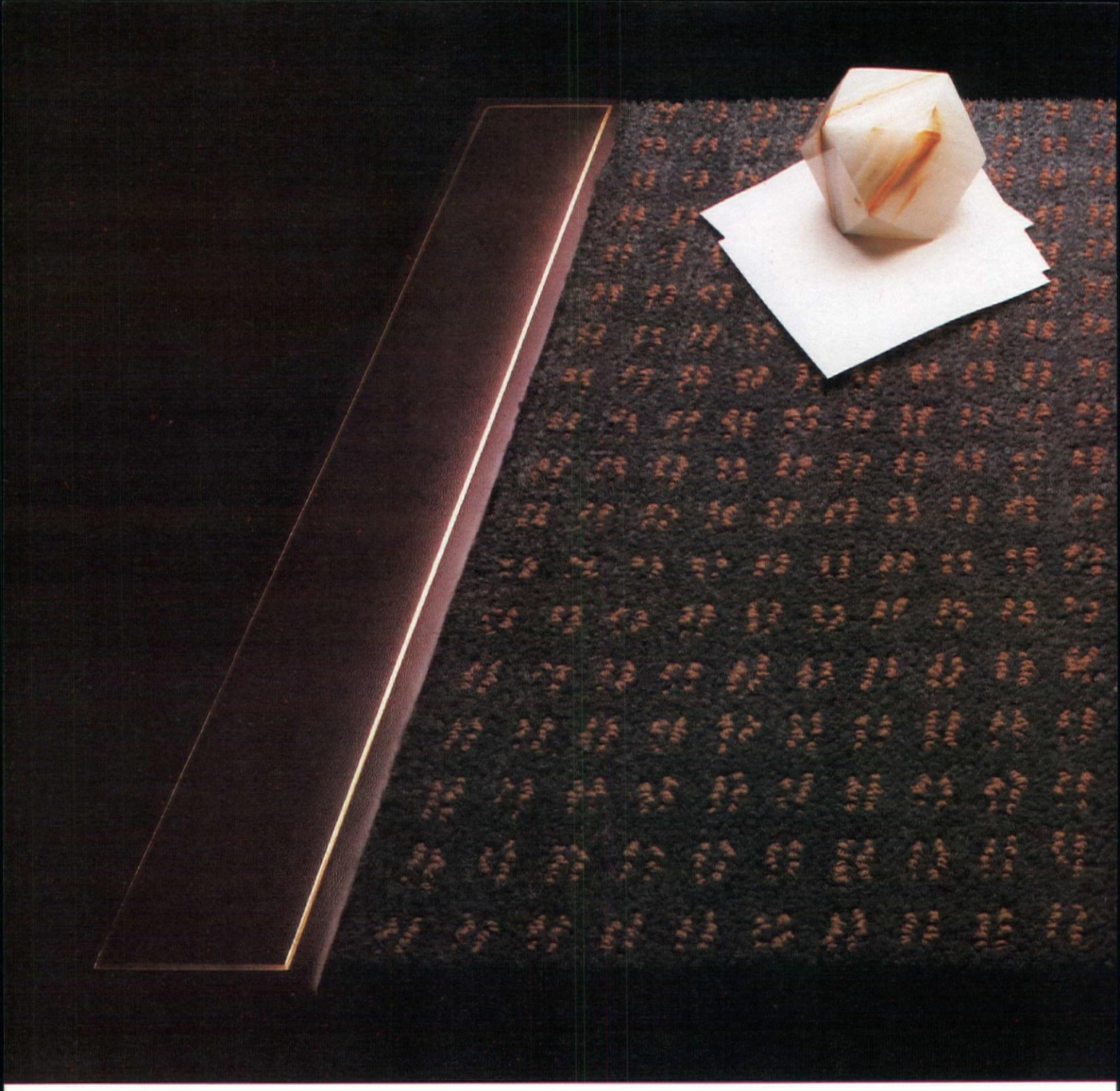
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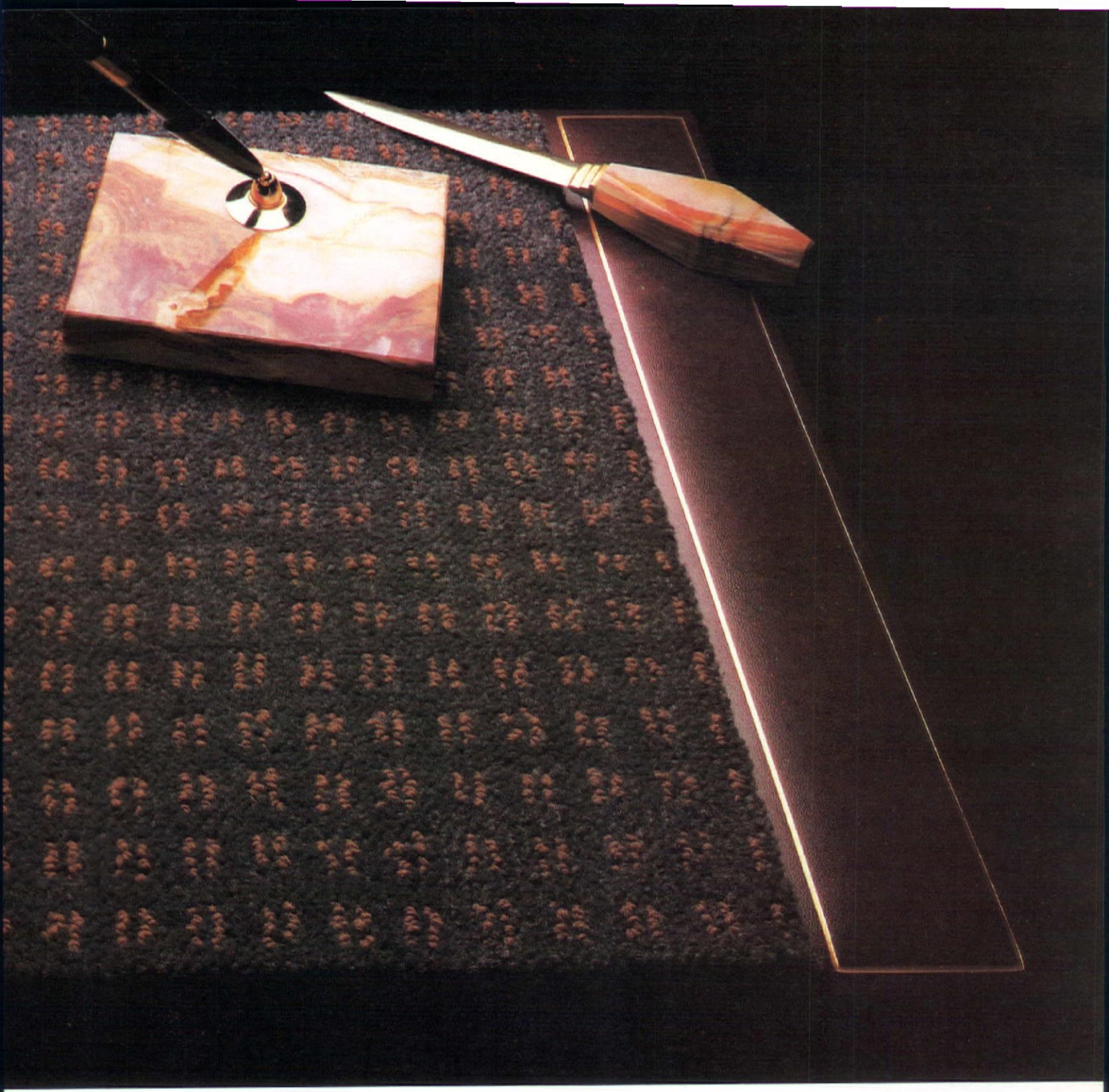
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Plans firmed for foodservice areas, new leases signed at IDCNY

New York—Joseph Baum Company Inc., a masterplanning/consulting firm, was retained by the International Design Center of New York (IDCNY), now under construction in Long Island City, to develop, design, and implement the center's foodservice operations. Baum is the master-mind behind foodservice operations at the World Trade Center, which houses 22 restaurants, including Windows on the World. The latter is considered the largest-grossing single restaurant in the world.

Says company principal Joseph Baum, "I see the IDCNY as an enormous challenge—taking a very-Manhattan industry and transferring it, roots and all, to Queens. Foodservice and amenities programs are vital to the center, not only to make members feel at home in their new surroundings, but because foodservices become the public face of a project."

Baum's responsibilities will include a vigorous analysis of demand, prices, types of food to be offered, and projected usage of foodservice areas. Every aspect of the center's operations will be examined in the analysis.

Currently, all foodservice areas are slated for Center One, the former American Chicle Bldg., which is being renovated by Gwathmey Siegel and Assoc. Proposed facilities include a first-class restaurant, catering services, a moderate-price bar/cafe, and a self-service cafeteria. Baum will coordinate interiors planning, operations, and menu-development for these locations.

More contract tenants on roster

Other IDCNY news includes showroom space commitments by Lighting Associates, Brickel Associates, and Atelier International.

Lighting Associates, manufacturer of residential and contract lighting, will use the space as an expansion of its Manhattan showroom location. Says Don Golden, firm president, "We are excited about this expansion and proud to be among the first to join this project." The firm will maintain a showroom at 305 E. 63rd St., New York.

Furniture, furnishings, and textile manufacturer Brickel Associates has agreed in principle to lease more than 12,000 sq. ft. of showroom space at the IDCNY. Slated for location in Center Two, the showroom will be designed by Ward Bennett.

Atelier Int'l. to triple space

More than 12,000 sq. ft. of space will be leased by Atelier International in the duplex penthouse of Center II. Plans by the firm's Facilities Design Group call for a three-story entrance lobby with a barrel-vault skylight. It will more than triple the furniture manufacturer's current New York showroom space.

IDCNY is located on 10 acres in Long Island City and is one of the largest commercial campuses in New York. Comprised of three buildings and two million sq. ft. of space, it is easily accessible from Manhattan via the city's 59th St. Bridge. The center is scheduled to open in January, 1985.



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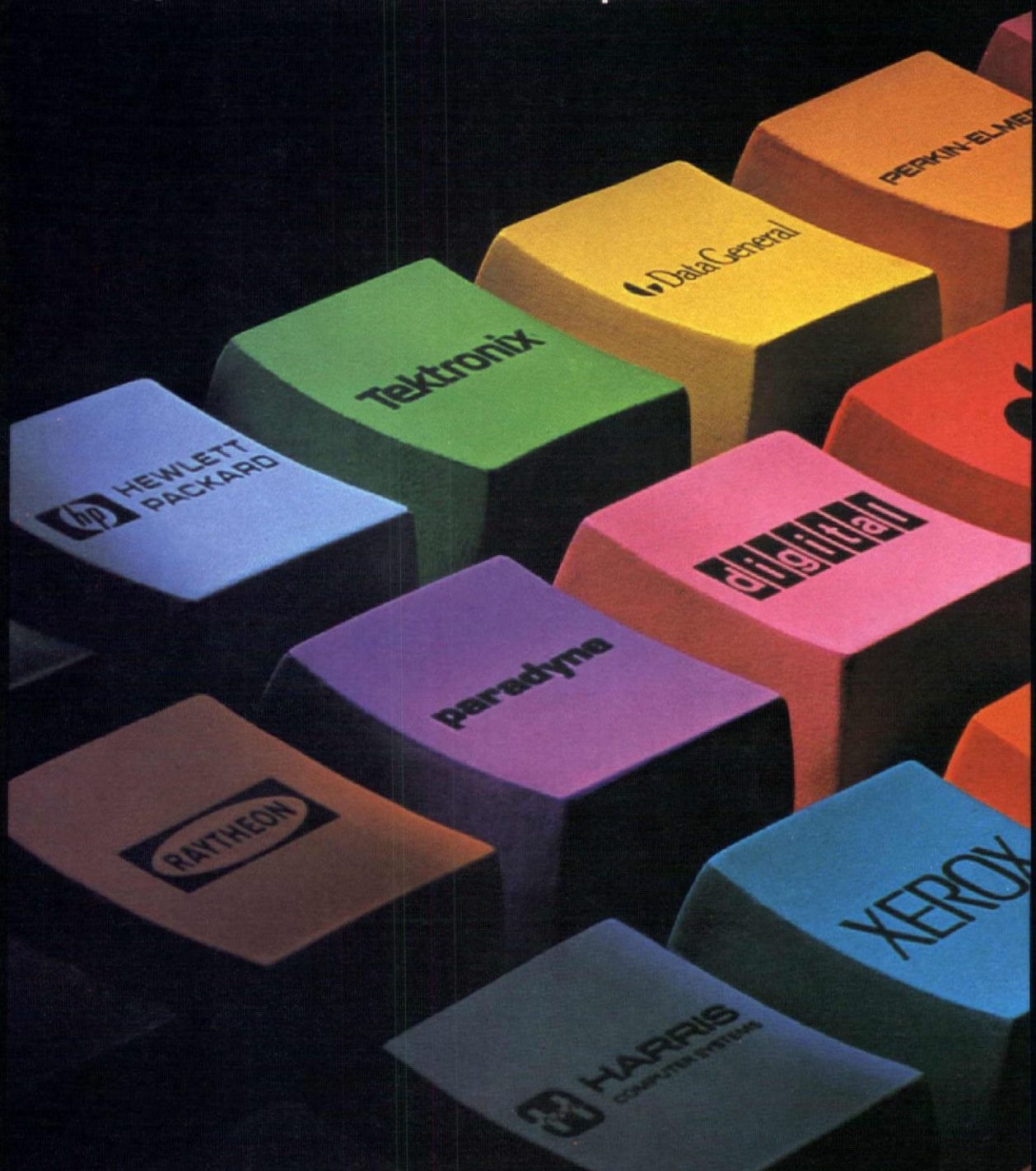


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NOPA Future Study Forecasts More Budget Furniture Specification



Middle and budget grade furniture, as well as system lines, will command greater market shares of the office furnishings industry during the next 10 years, according to results of the National Office Products Association (NOPA) Future of the Office Furniture Industry Study.

Additionally, the study indicates, the investment gap between industrial and white collar work environments is narrowing significantly. Average investment in furniture and equipment per office worker is currently $3,000, yet is expected to reach $7,000 by 1988. The number of professional computers in the workplace is expected to grow at a rate of 30 percent per year through 1988, according to the study.

Robert D. Kennedy, president, Superior Chaircraft Corporation, and chairman, NOPA Industry Future Committee, says the NOPA report showed the following factors significantly contributing to faster growth in furniture sales:

- increased white collar employment.
- significant systems growth.
- rise in capital investment per worker.
- increase in unit value per workstation.
- the results of pent-up demand.

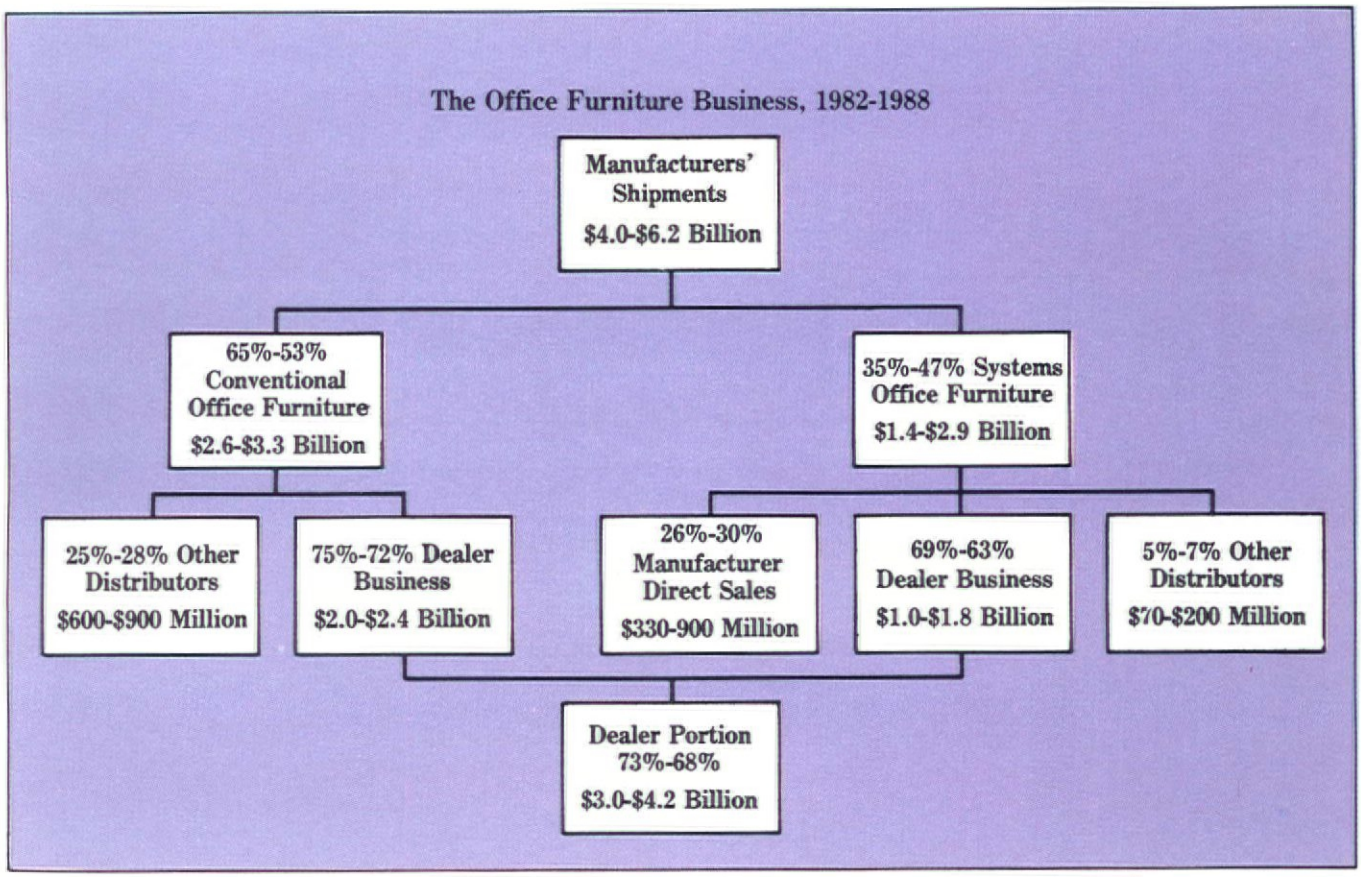
Counter to these growth indicators are the following factors which may slow the growth rate:

- increased sales of budget and middle grade systems.
- increase in imported furniture.
- increase in used and re-manufactured furniture.
- higher number of persons working at home.

These downward-influencing effects,



Bob Tank (above and far r., top) joined NOPA committee members (l. to r.) Albert Howell, James Dailey, Paul Witting, and Arthur Williamson to report on the industry future study which he directed while at the University of Michigan, Ann Arbor.



however, will not be sufficient to offset the continued steady growth in demand, according to the NOPA research.

Total office furnishings shipments by manufacturers are expected to reach $6.2 billion (in 1982 dollars) by 1988, up from $4 billion in 1982. Systems' share of these dollar shipments is forecasted for growth from $1.4 billion in 1982 to $2.9 billion in 1988. This represents an average annual growth rate of 13 percent.

Reports Paul Witting, senior vice president, Steelcase Inc., and NOPA committee member, research indicates that wood systems furniture is expected to grow at a slightly faster pace than non-wood systems furniture. In 1988, wood systems furniture is forecasted to account for 40 percent of all systems sales, up from a 36 percent share in 1981. By 1993, the market share of wood systems is expected to reach 43 percent of all systems sales.

There is a similar trend away from panel systems toward modular systems. During the next five years, modular systems sales may experience an increase from 20 percent to 27 percent, reaching as high as 32 percent by 1993.

This growth will occur at the expense of panel systems, which will see a decreased market share from 80 percent in 1981 to 68 percent by 1993.

Total systems furniture will be 55 percent of the entire office furniture market by 1993, according to the NOPA report.

Middle and budget grade furniture will also occupy a larger market share. Budget systems will experience sales increases from 10 percent in 1983 to 14 percent in 1988, jumping to 18 percent in 1993. Similarly, middle grade furniture systems will rise gradually from a 30 percent market share in 1983, to a 32 percent market share in 1988, and, by 1993, a 34 percent share.

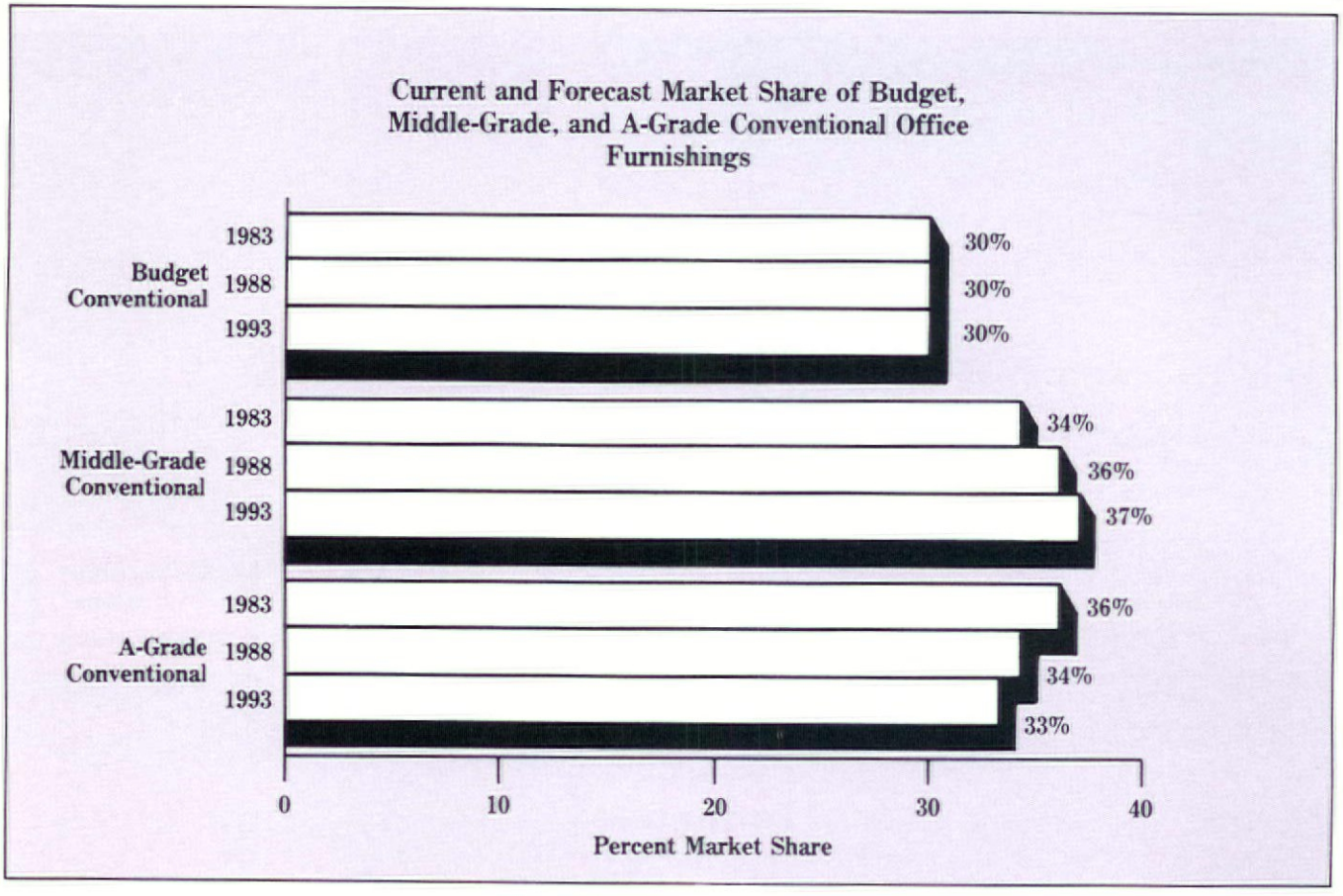
A-Grade systems may decline

Due to these changes, A-Grade systems will decline in sales from 60 percent in 1983 to 54 percent in 1988. An additional sales drop is predicted to 48 percent in 1993.

Substantial increases are expected in the U.S. market share for imported furniture. By 1988, imported furniture sales will occupy a two percent market share, increasing to four percent by 1993. Manufacturers of wood furniture will consequently face increasing competition from furniture producers in Canada,

NOPA FUTURE STUDY

Growth predicted in manufacturers' direct selling & market share



Indonesia, and Brazil.

In other significant areas of the furniture business, dealers' total office furniture sales (before mark-up) are expected to increase from $2.9 billion in 1982 to $4.2 billion in 1988. This amounts to an annual growth rate of six percent and is comparable to the eight percent growth rate experienced from 1977 to 1982.

During the next five years, dealer sales (before mark-up) of systems furniture will increase from $1 billion in 1982 to $1.9 billion in 1988. This translates, according to the survey, into an average annual growth rate of 11 percent, sharply lower than the 20 percent growth rate seen during 1977 to 1982, reports Albert Howell, NOPA committee member, and president, Bank and Office Interiors, Seattle.

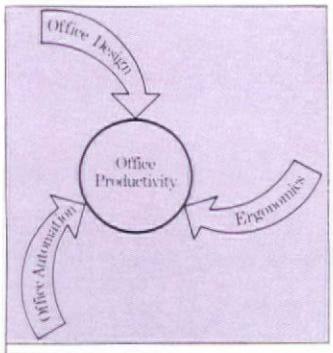
Two major factors will influence dealers' loss of systems sales' share. Competition from designers, space planners, and specifiers has cut into dealers' systems sales. In 1988, the study predicts, designers, space planners, and specifiers will have seven percent of the market for systems sales, up from five percent in 1982. In addition, the continued growth of manufacturers' direct selling will most likely reduce dealers' market share. By 1988, manufacturers are forecasted to account for 30 percent of all systems sales, an increase of four percent over 1982 figures.

Industry Future Committee member D. James Dailey, Jr., president, Dailey's Office Productivity Center, reports that the automated office of the future will have increasing impact on changes in the furniture industry. Among the business changes he cites as part of the survey are increased competition among manufacturers, increased direct selling by manufacturers, fewer but larger wholesalers, increased outside competition from computer companies and vendors, and differences in manufacturer franchising strategies and structures.

Dailey says the study determined that outside competition will be comprised mainly of computer stores, individual facility managers, mass merchandisers, independent installers, and independent designers.

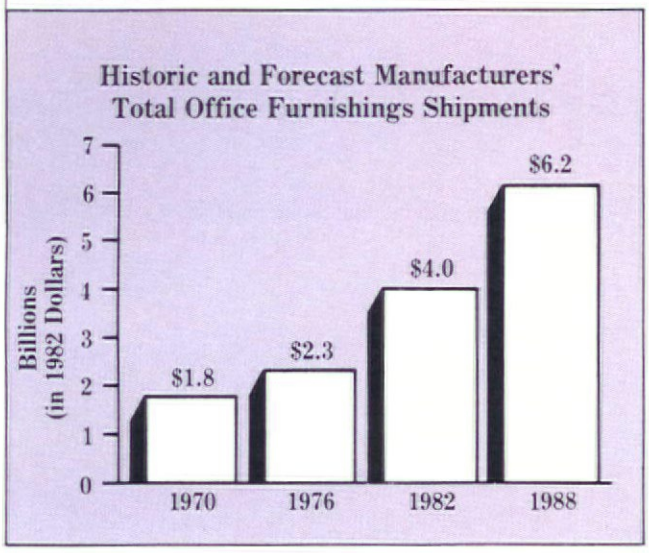
Workplace environmental changes, concerns, and trends revealed by the committee's work are as follows:

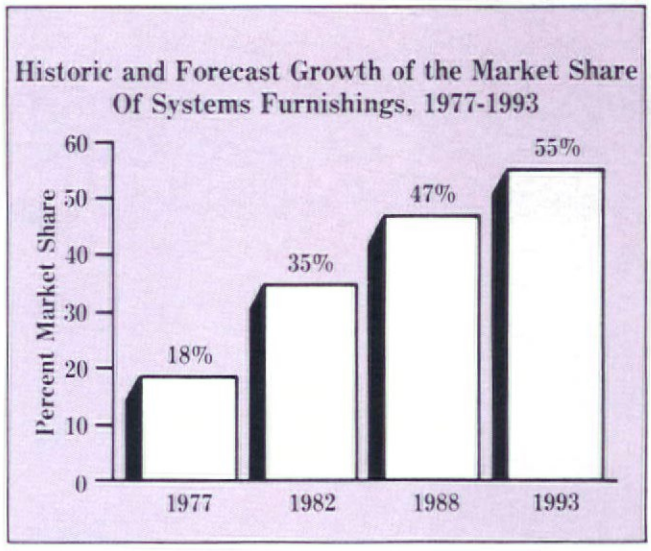
- privacy—visual and acoustical.
- workstation sharing.
- greater use of panels with conventional furniture.





Paul Witting, sr. v.p., Steelcase (left) is shown with Arthur R. Williamson, director, office and contract furnishings, NOPA, during their participation in NOPA Futures Study presentation.





- decreasing office size.
- varying lighting needs.
- growing computer, network, and teleconferencing equipment usage.
- greater attention to the overall office.
- shift of clerical employees to higher status jobs.
- work location changes.

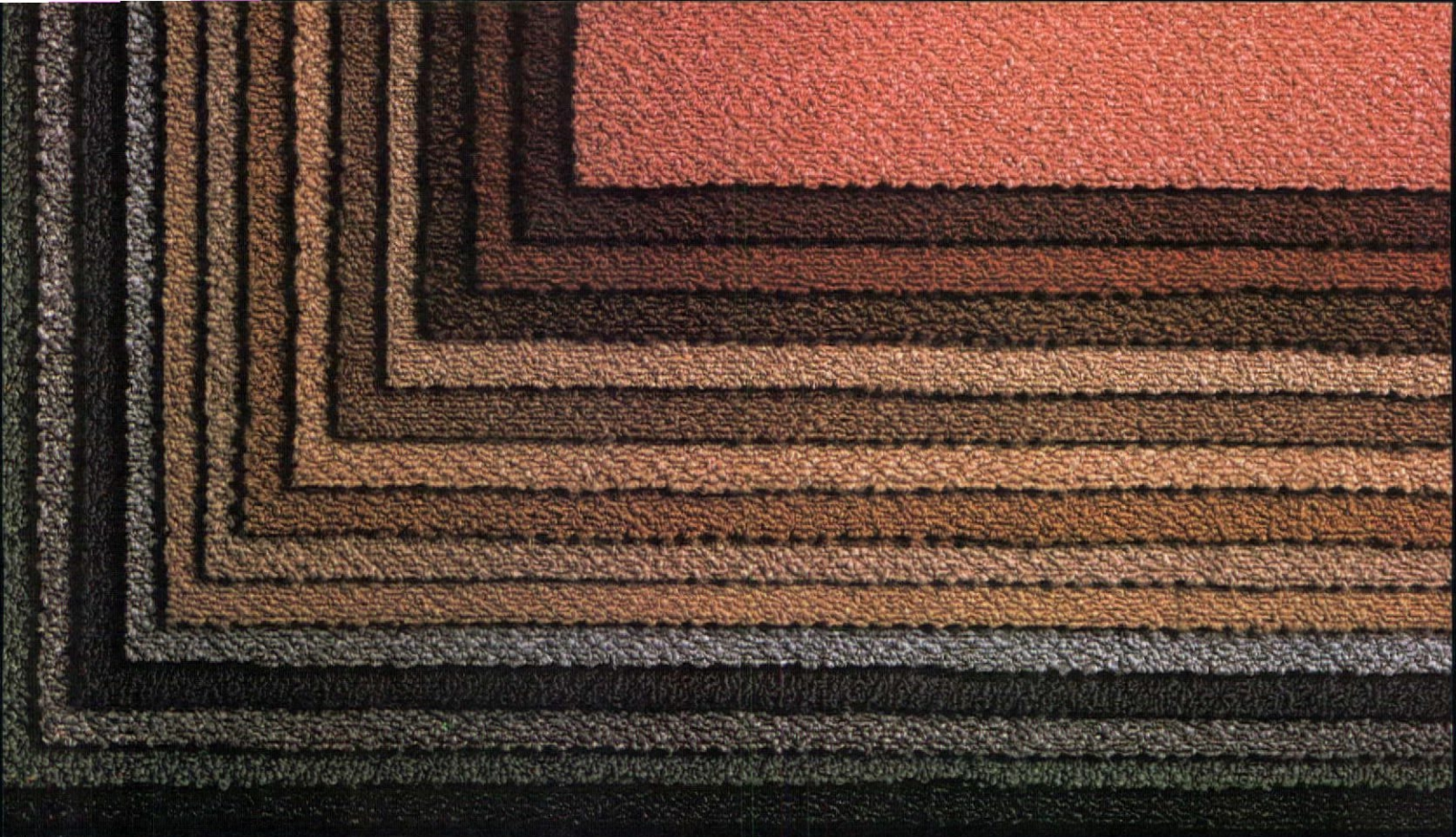
Changes in buying patterns noted by the study are team buying approaches, involvement of specialists, greater manufacturer involvement, greater cost-consciousness, and more complex product choices.

The NOPA study was prepared by the Division of Research, Graduate School of Business Administration, the University of Michigan, under the direction of the NOPA Industry Future Committee. University study director was Bob Tank.

NOPA employed the Delphi method of forecasting, a systematic method of projection based on independent contributions from a group of experts. Five Delphi panels were used: facility managers and furniture purchasing agents; designers, space planners, and architects; office-of-the-future experts and consultants; wholesalers, independent manufacturers' representatives, and dealers; and manufacturers.

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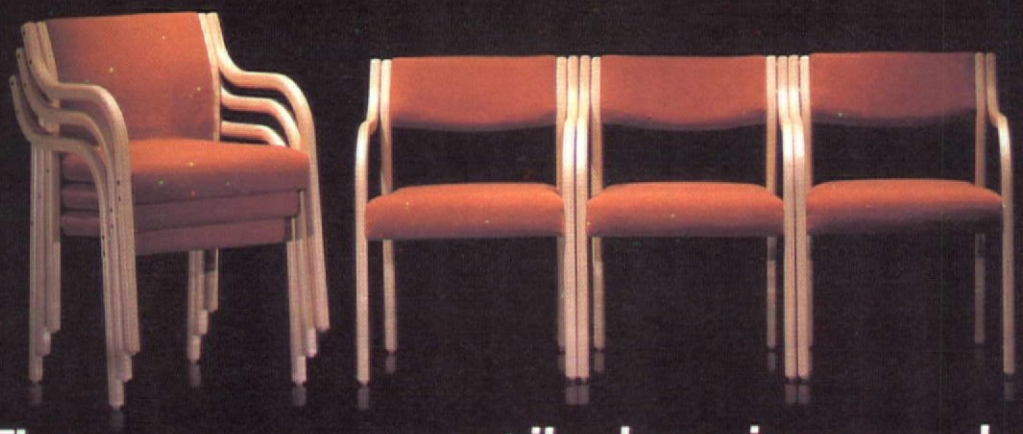
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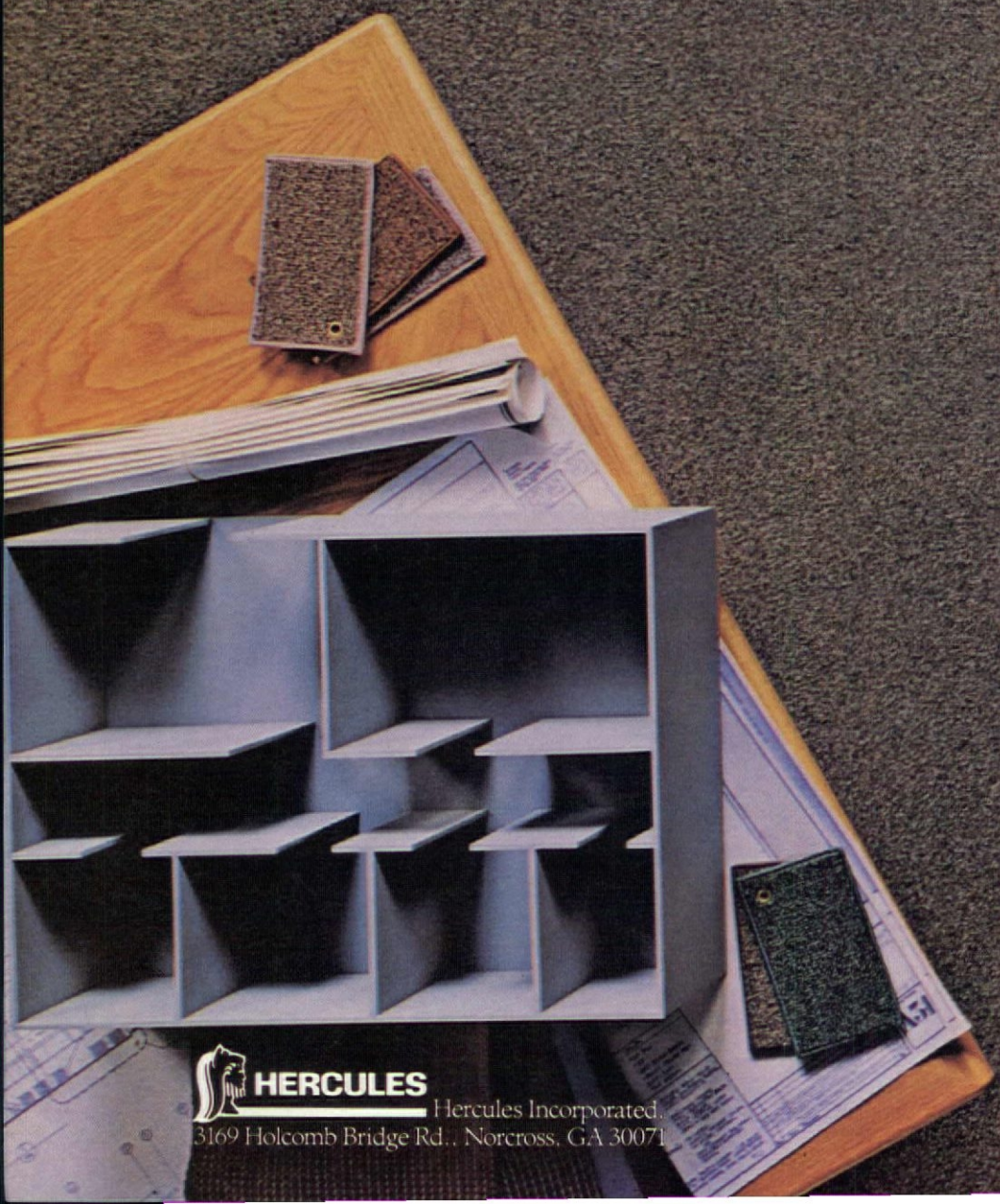


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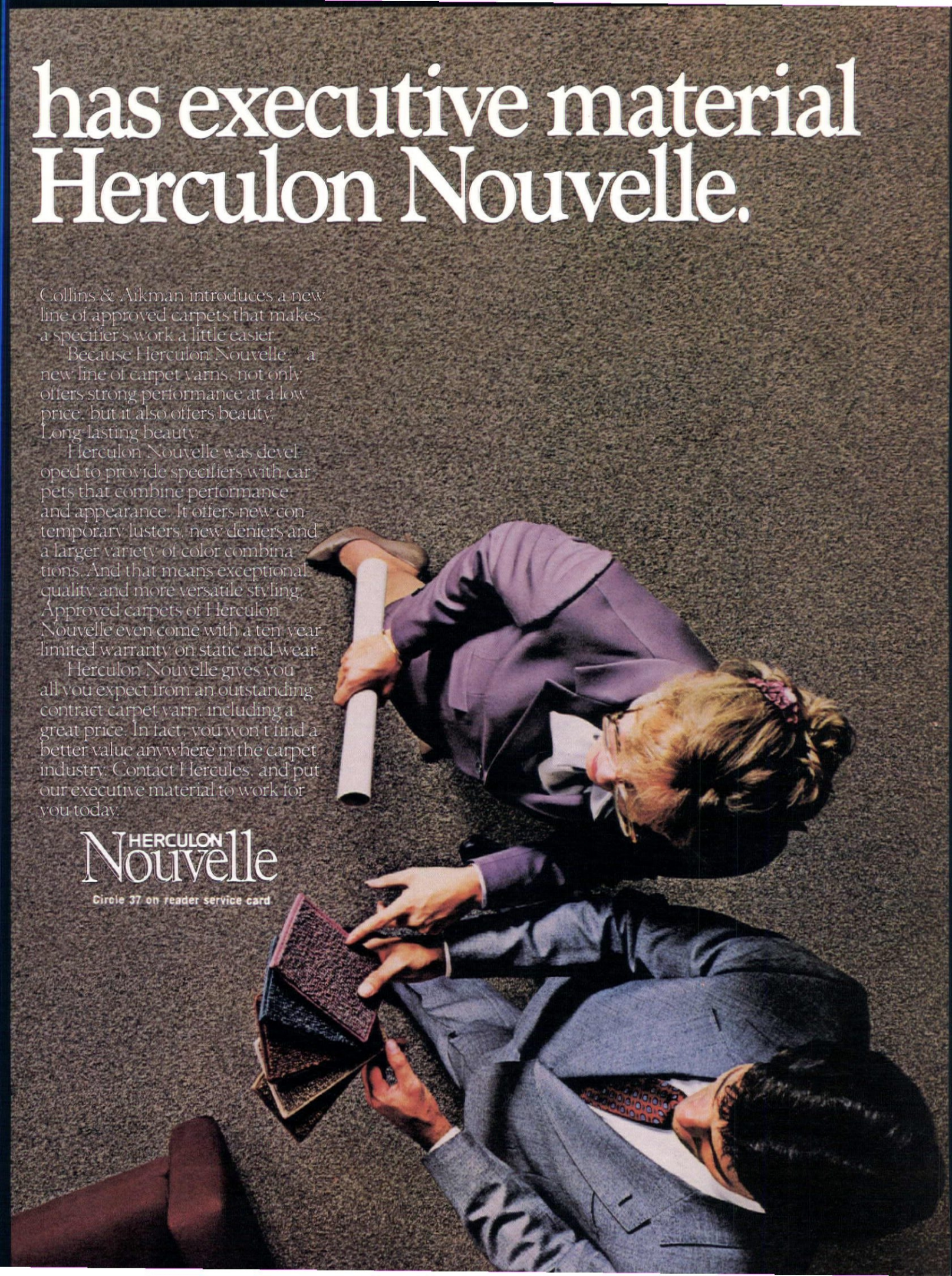
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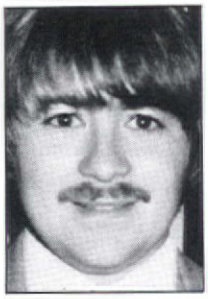
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Modern Office
Birmingham, MI—

"Dealers must familiarize themselves with manufacturers' products in order to be advisers in the marketplace. We have one full-time designer on staff, yet sales personnel have taken a design course which we have found to be very helpful. Clients seem to be more trusting since they cannot always be aware of what's happening in design and furniture development. Many designers are using us as an adjunct service. We definitely see the move away from standard offices—from pen and pencil—to computer. We won't sell standard furniture much longer. Offices will contain more custom pieces."

ON-BOARD DESIGNERS AID SYSTEMS SALES



Tim Murphy
Purchasing Agent
Spartan Paper & Office Supply
Lansing, MI—

"Two years ago, our dealership implemented a design team of three full-time designers. This has become an integral part of systems sales. Since many systems are designed around computer operations, our sales staff makes it a point to cover automation shows. We also hear presentations by our suppliers once a week. We're closely watching the move towards a paperless office, hopefully meeting its needs and demands sufficiently as they develop."

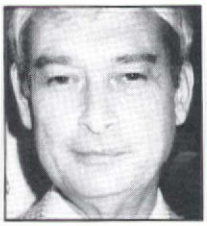
LEARN CLIENTS' NEEDS TO BEST SERVE THEM



Arden Ober, Jr.
President
Business Equipment Co.
Ft. Wayne, IN—

"There is a decided influence of computer technology on office furniture dealers. Products are changing daily to accommodate electronic and ergonomic requirements. We, as a dealership, are installing in-house computers in order to realize the impact of this technology and to better understand the concerns of our computerized client firms. We will sell computer products, as well as hardware and software. Currently, there is such a flood of support furniture on the market, I see this period as a weeding-out stage, during which companies that continue research and development will stay ahead."

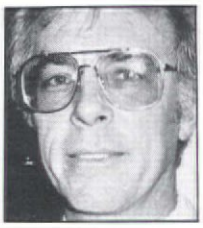
EUROPEAN STANDARDS IMPACT U.S. DESIGN



Ray Kurtz
Partner
Source Intl. Corp.
Shrewsbury, MA—

"Design and esthetics have traditionally developed in Europe ahead of the U.S., especially ergonomic development. This is true because the unions in Germany are very strong. What is voluntary policy for U.S. manufacturers is legislation in Europe. For example, the five-star base is a legal requirement for office chairs in Europe. Here, the trend developed as we looked to Europe for health and safety factors. Manufacturers have traveled to Orgatechnik to purchase products for U.S. release and to note trends. This will continue, but I believe the time lag will shorten for introduction of European-style products and improvements in the U.S."

MORE DEALERSHIPS FOCUS ON TRAINING



Bob Fisher
Sls. Rep.
Wegner Office Dept. Store
Fond Du Lac, WI—

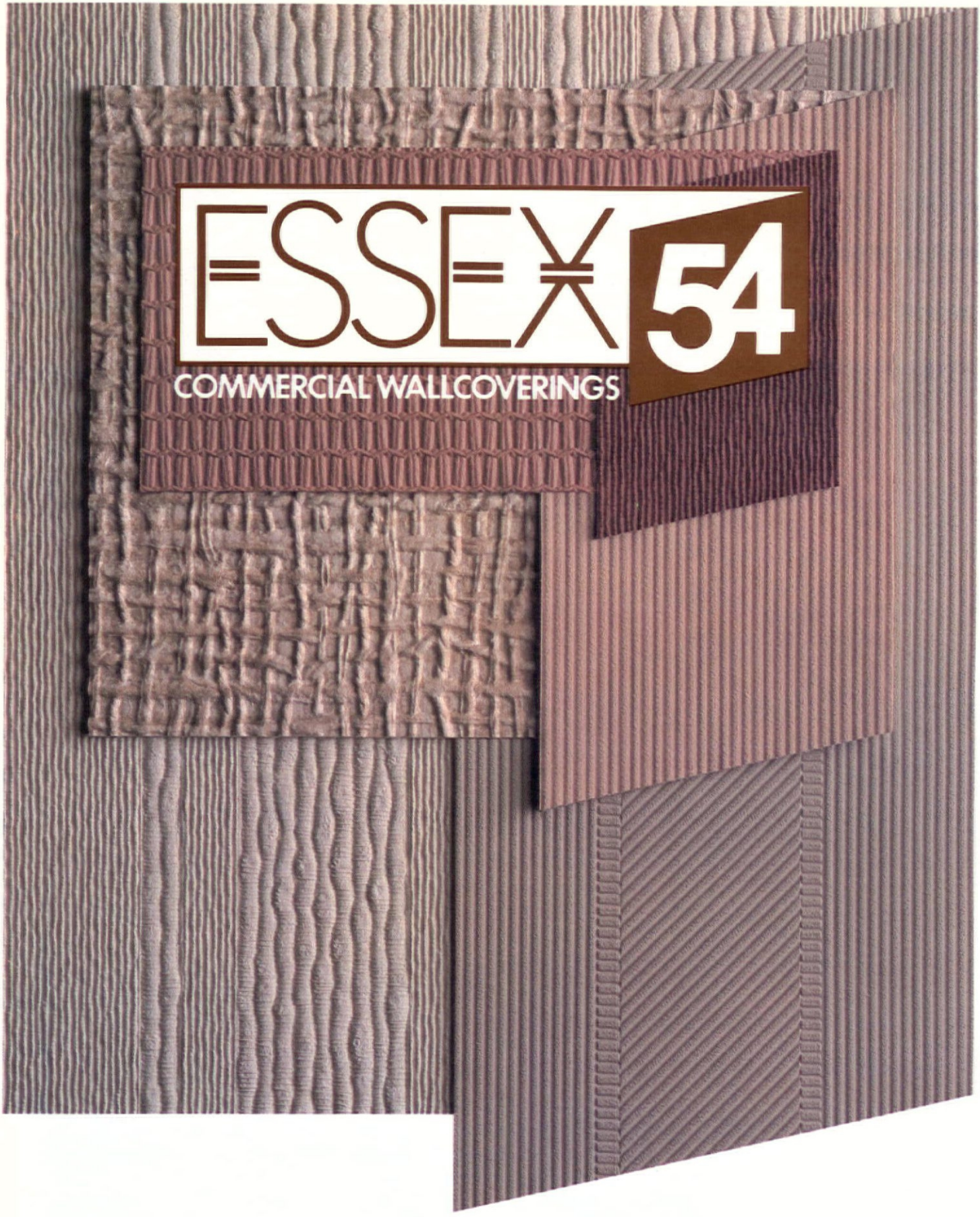
"Our dealership sees more competition from catalog houses. Clients and designers may view this as eliminating a step in the specification process. Therefore, our sales training must increase while profit margins decrease. Ten years ago, people came in for just a desk, now they want an entire package. It pays for us to provide buyers with knowledge and guidance."

EXPERIMENTATION KEYED TO SUCCESS



Dan Bourland
Silverthorn Business Supplies
Dallas, TX—

"Computer usage has led us toward more systems, more radius edges, and away from the hard, high-tech look. Clients must be willing to experiment with what works, just as dealers must find their place in sales and design. Dealers must address the in-house design question from the standpoint of comfort and profitability, in other words, what works for them."



For a comprehensive overview of the ESSEX 54 design offering and capability, write for our 12-page descriptive catalog.

GENERAL TIRE

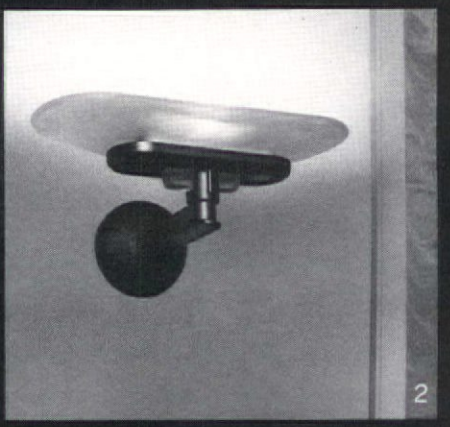
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HACKENSACK, NJ 07601

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1


2


3


4

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1. The Frisbi. Suspended in space, Frisbi seems to be spun out of thin air. One lamp to create diffused, directed and reflected light.

2. The Wall. It's an IBD award winner, for 1982. It has a floor lamp that looks like a twin and feels at home in traditional or contemporary interiors.

3. The Ring. Now you can send light in any direction. The top circles at 360°. The bottom does a 180°. Move the light source, not the lamp.

4. The Quarto. Even if you turn it upside down, it'll still be one of our most popular and inexpensive lighting ideas. Fluorescent, or standard incandescent.

☐ These are only a few examples of our unique ability to create lighting designs, with UL listings. They know how to light up a room, even when they're turned off.

☐ Call or write Atelier International Lighting, 595 Madison Ave., N.Y., N.Y. 10022. Phone: (212) 644-0400. Outside N.Y., (800) 223-5220. Showrooms in Chicago, Dallas, Los Angeles, Washington, D.C. and Selected Dealers. Member ASID & IBD.

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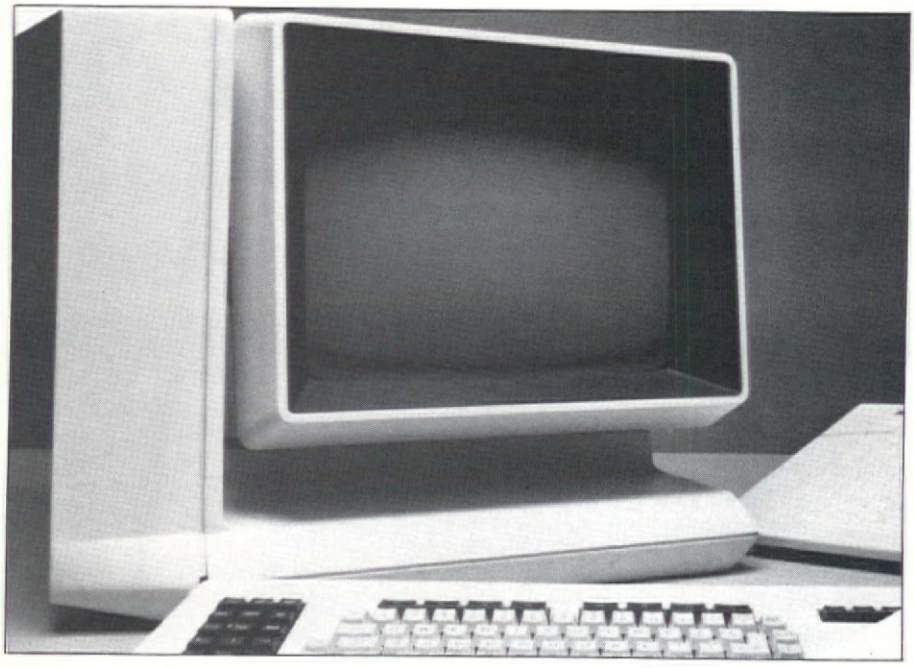






R·WAY Over 100 Years of Fine Furniture • Sheboygan, Wisconsin 53081

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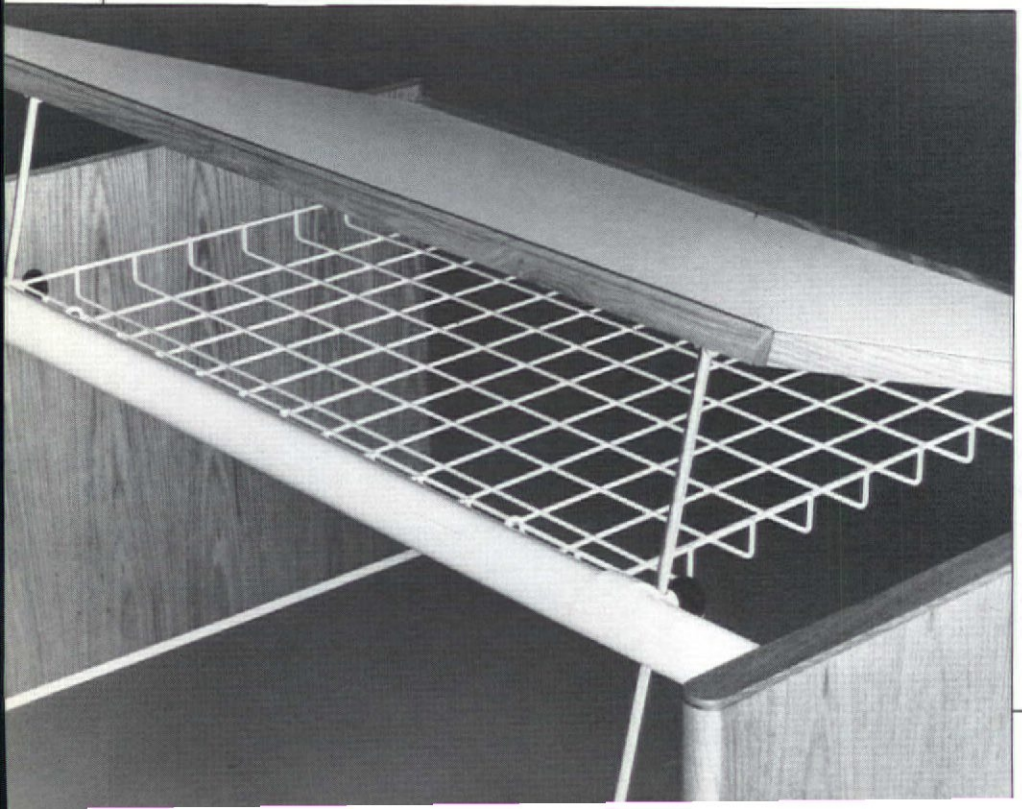


Auto-Trol Corp. to computerize plant design

Auto-Trol Technology Corporation has announced an agreement with Michael Leesley Consulting Inc., Austin, Tex., to undertake development of a fully integrated process plant design system. This proposed multi-million dollar project brings together 32-bit distributed processing, local area networking, high performance graphics, and database management. Auto-Trol and Leesley will incorporate the software recommendations of a steering committee to be comprised of select members of the operating company, consulting engineering, and engineering construction industries. **Circle No. 367.**

Wire basket expands storage in unit

Drafting station features an accessory wire basket to increase storage capabilities and allow expansion to suit various workload requirements. Developed by John Harms & Company, La Mesa, Calif., products are constructed of white oak, aluminum, and welded steel. Wood surfaces have tough, semi-gloss catalyzed alkyd finish and metal surfaces are finished with heat-fused polyester resin powders. Storage basket is welded wire. Complete furniture line includes storage cabinet, plan file, and tilt-top desk. **Circle No. 368.**

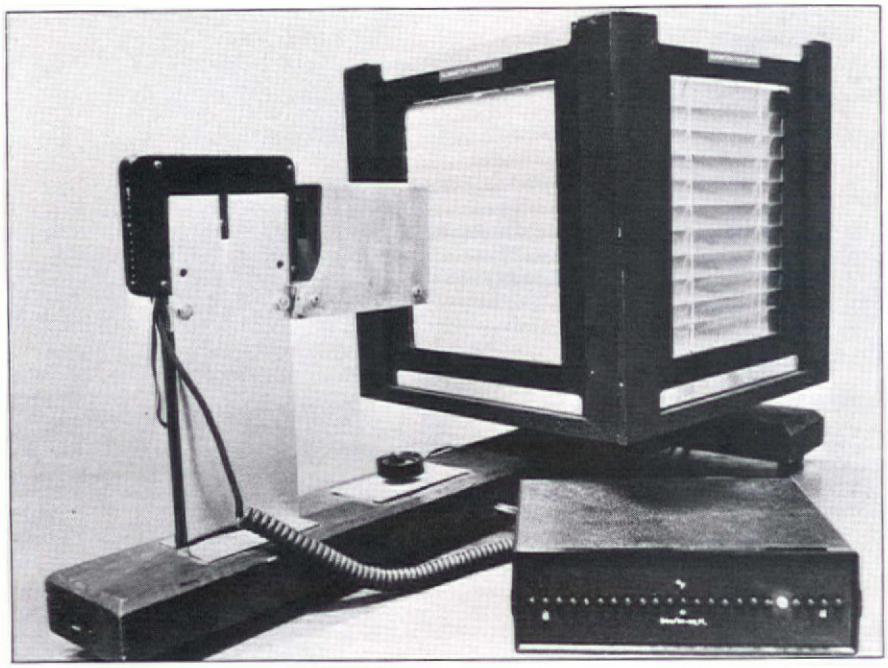


Masking device is solid state



Scamp® sound masking system is a self-contained solid-state unit which provides speech privacy by masking distracting noise in conventional or open plan office environments. Unit is manufactured by Insul-Art Acoustics Corporation. System has digital masking sound source, amplifier, and loudspeaker. Each unit can be level-adjusted individually to respond to changing requirements of interior spaces covered. Scamp units are offered in plenum, as well as decorative exposed models, each using three watts of power.
Circle No. 366.

Microscanner measures infra-red energy transfer at windows



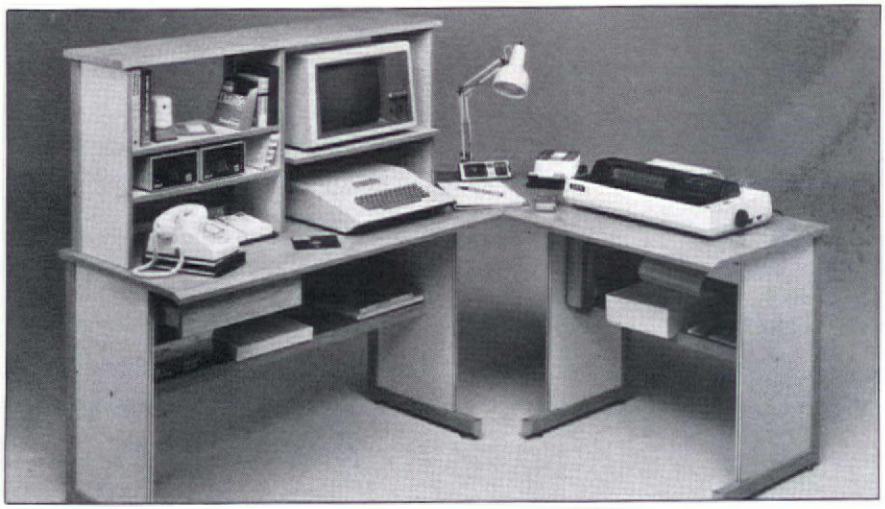
Microscanning unit which reads heat transfer of venetian blind slats is demonstrated by Hunter Douglas Inc. Unit utilizes a light bulb which radiates both light and heat equally to an assembly of venetian blind slats mounted on a rotating quadrangle. Fixed position sensing instrument (microscanner) is placed on the opposite side to measure total energy radiating from the slat surfaces. Readings are in actual BTU's per sq. ft. Firm's Thermostop blinds feature an energy-efficient finish, indicated by the microscanner as a significant barrier against infra-red heat transfer. **Circle No. 363.**



Split-top table is adjustable

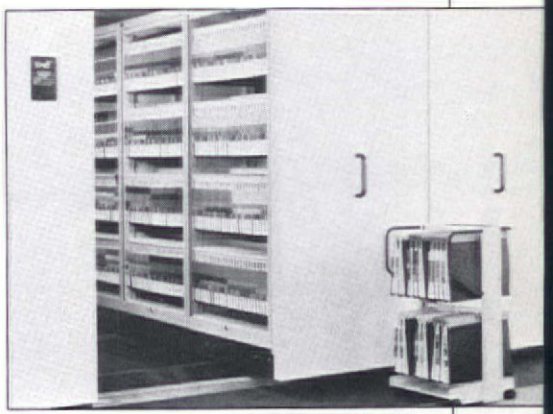
Cole Business Furniture division of Litton Business Systems Inc. recently developed a line of split-top computer terminal tables that features tilting surfaces with motorized and hand-operated adjustments. Extension wings expand the worksurface 15 in. on both sides. Model DDAT-7 (shown) includes 10-in. vertical adjustment in both keyboard and terminal surfaces, top surface tilts 10 degrees either up or down, and keyboard tilts 10 degrees. **Circle No. 369.**

Everything fits a module in multi-tiered organizer stand



Workstation with upper modules provides storage for computers and peripheral equipment. Units shown can be joined at a 90-degree angle to create an expansive work center. Shelves on multi-tiered attachment are vertically adjustable for efficient equipment arrangement. Manufactured by Gusdorf Corporation, line features rear access to units for cords, inter-connections, and paper feed. Furniture is oak, protected by acrylic coating. **Circle No. 364.**

Files permit dense storage



Mobile filing systems are designed for high-density storage of computer-related media. A product of Wright Line Inc., system is part of the firm's InfoMedia™ group. Carriages hold filing units for an integrated method of media storage and handling. **Circle No. 362.**

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to humanomics.
Start simple–
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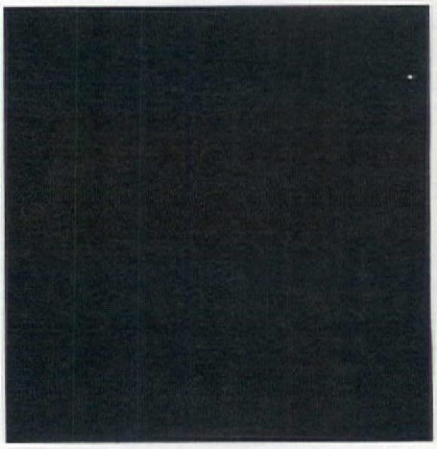
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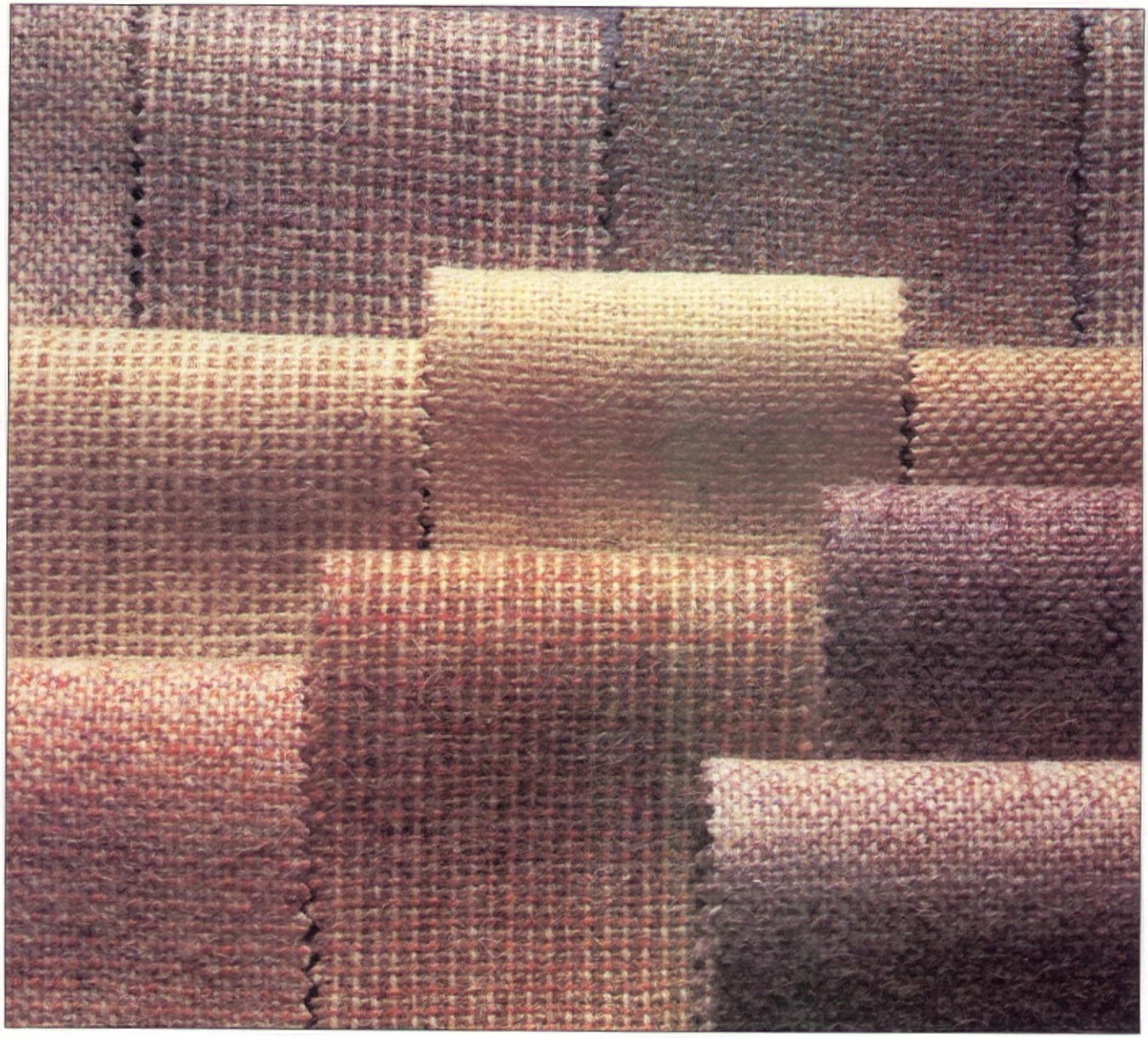
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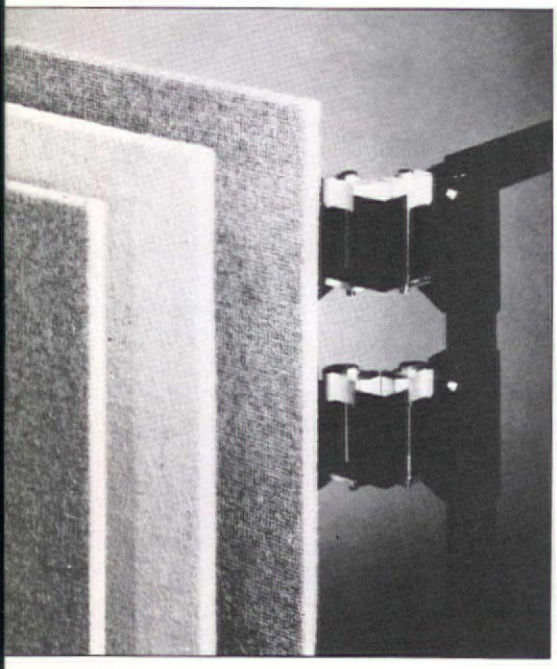
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Circle 44 on reader service card



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Flame-treated, Irish wool panel fabrics compete with man-made cloths

Kerri, a new Irish wool panel fabric from Stow/Davis, is woven 66-in. wide and flame-treated for use on all open plan systems. Although woven of virgin wools in 18 heathered colors, it is priced competitively with synthetic panel fabrics.

Inherent properties in the hollow-core wool yarns give the fabric added lustre when dyed. Shorn from hill flocks with rain-shedding outer coats and soft body fleece, these yarns also create highly durable fabrics.

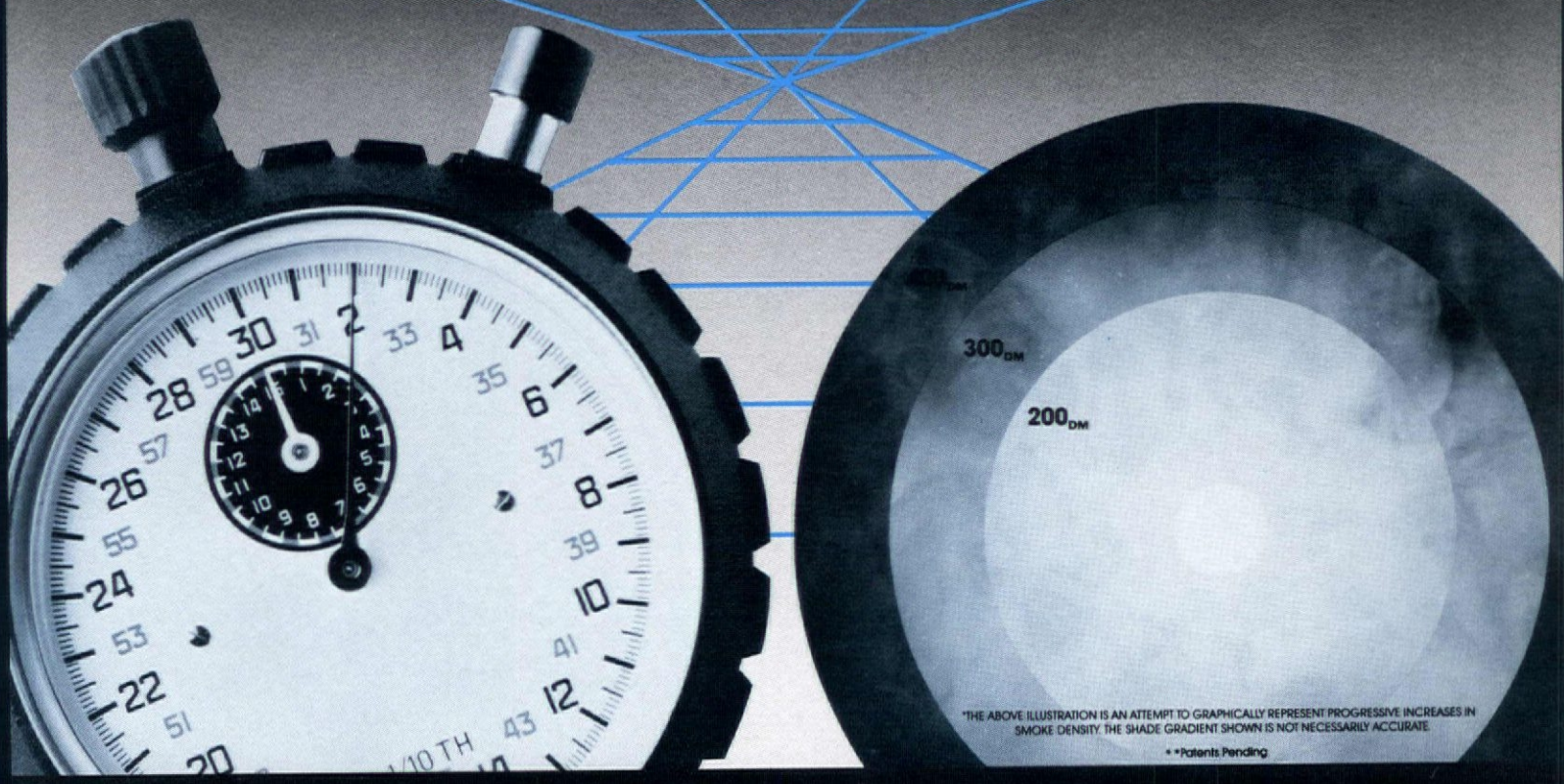
The recently introduced textile is available for use on Stow/Davis' new open plan system Elective Elements 1™, which can be completely customized to meet a wide range of task and budget requirements. Furniture, finishes, power management, and acoustics are open to specification and can be changed or rearranged on-site. The system is fully outfitted for computer-related equipment. **Circle No. 353.**

Detail of Elective Elements 1 open plan system shows welded steel frame which houses integral wire management system. Skeletal structure also accepts a wide range of furniture items, finish materials, and acoustical treatments.

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Or call the Naugahyde Customer Service Toll Free Number
1-800-348-7210 for the name of your nearest distributor.

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*These terms and any corresponding data refer to typical performance in the specific tests indicated and should not be misconstrued to imply the behavior of this or any other material under actual fire conditions.

NAUGAHYDE 2/200™

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PM 7:10

Smokador

EDO System 600
Electronic Desk Pad

The Smokador EDO System 600 Electronic Desk Pad unites function and design like no other desk accessory ever has.

With elegant leather styling and sophisticated state-of-the-art technology, the EDO 600 offers the unique combination of a hands-free speaker telephone with a computerized memory of 112 numbers and automatic dialer, digital clock, calendar, alarm, and a calculator with 3 levels of memory.

Plus complete compatibility with most telephone systems and installation that is so simple, most users can install the EDO 600 themselves.

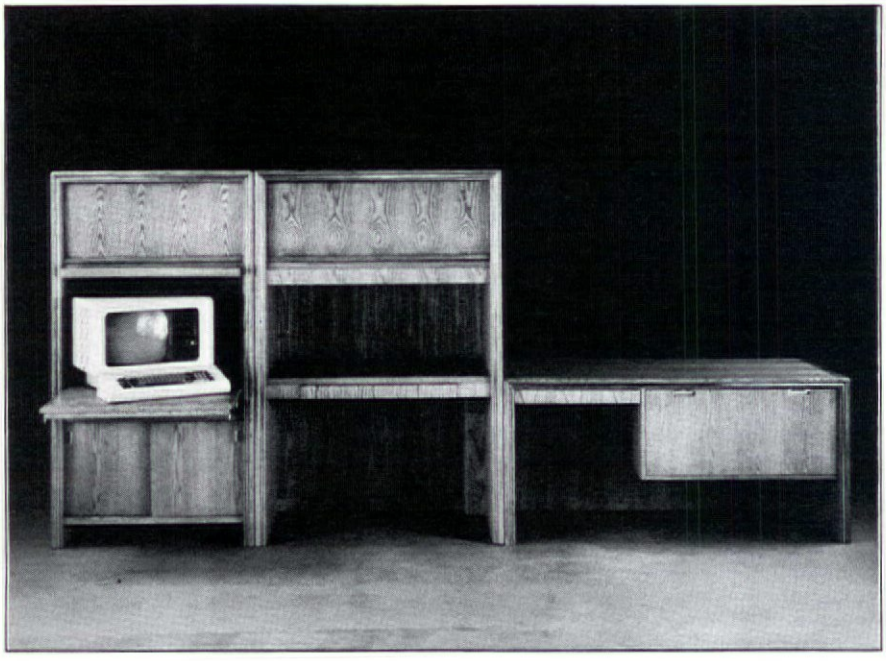
For further information contact your Smokador representative or call toll free, 1-800-526-4118. Circle reader service no.**46**



Smokador/A Globe-Weis Company



Furniture manufacturer's wood casegoods options meet traditional & contemporary office needs



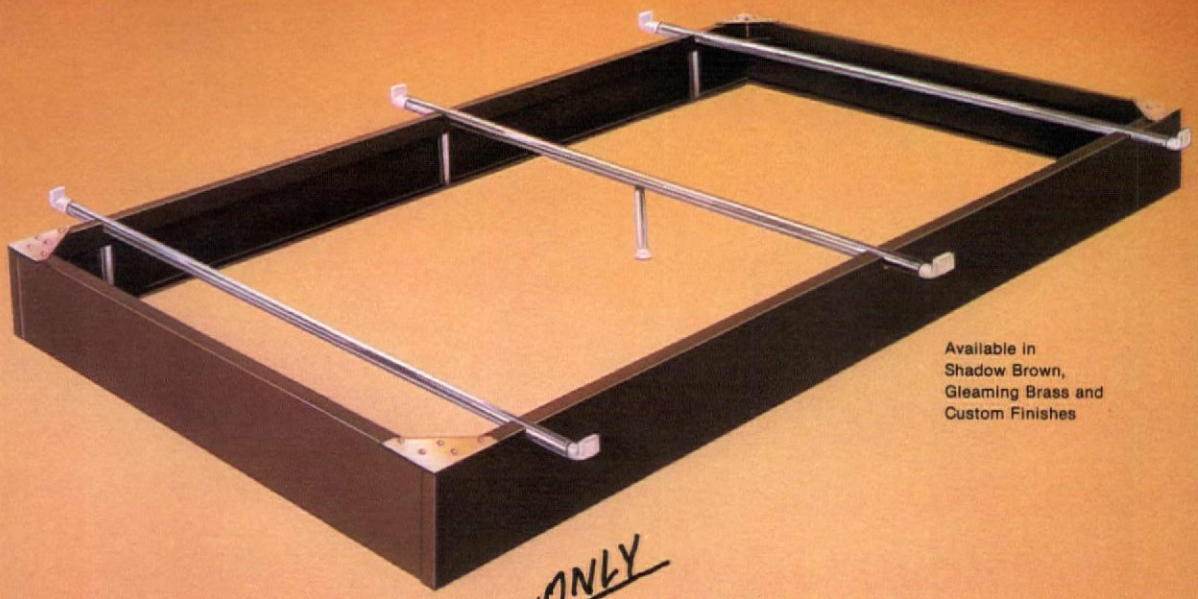
Radius Data Resource Center and Traditional Collection wall unit are examples of Hesco's eclectic assortment of casegoods options. Designed for contemporary and traditional offices, respectively, both meet esthetic and functional demands of today's working environments.

Data Resource Center consists of three freestanding units. Casegoods are capable of housing a computer terminal and feature drop-lid door and slide-out shelf. Electrical wire management as well as over- and under-surface printout storage are product features. Unit is fitted with task lighting and acoustical grasscloth backing.

Traditional Collection wall unit is crafted of wood with brass-finished, open, metal grille doors. All storage components are lockable.

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With a patented fiberglass-reinforced vinyl backing that keeps every tile flat on the floor without curling or buckling, even under heavy rolling traffic. The vinyl backing also keeps spills and dirt on the surface of the carpet for easy, quick removal.



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PUT A SOFT EDGE ON YOUR HOSPITAL ENVIRONMENT.

Interface is available in a wide range of textures, colors and patterns that can turn a big, noisy, cold hospital into a cheerful, warm place to heal.

For more information on how Interface can put a soft edge on your hospital environment, call or write: Interface Healthcare Group, P.O. Box 1503, LaGrange, Georgia, 30241. 404/882-1891. INTERFACE®

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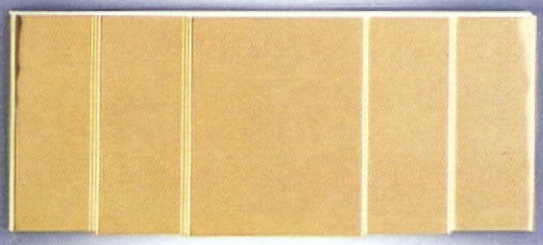
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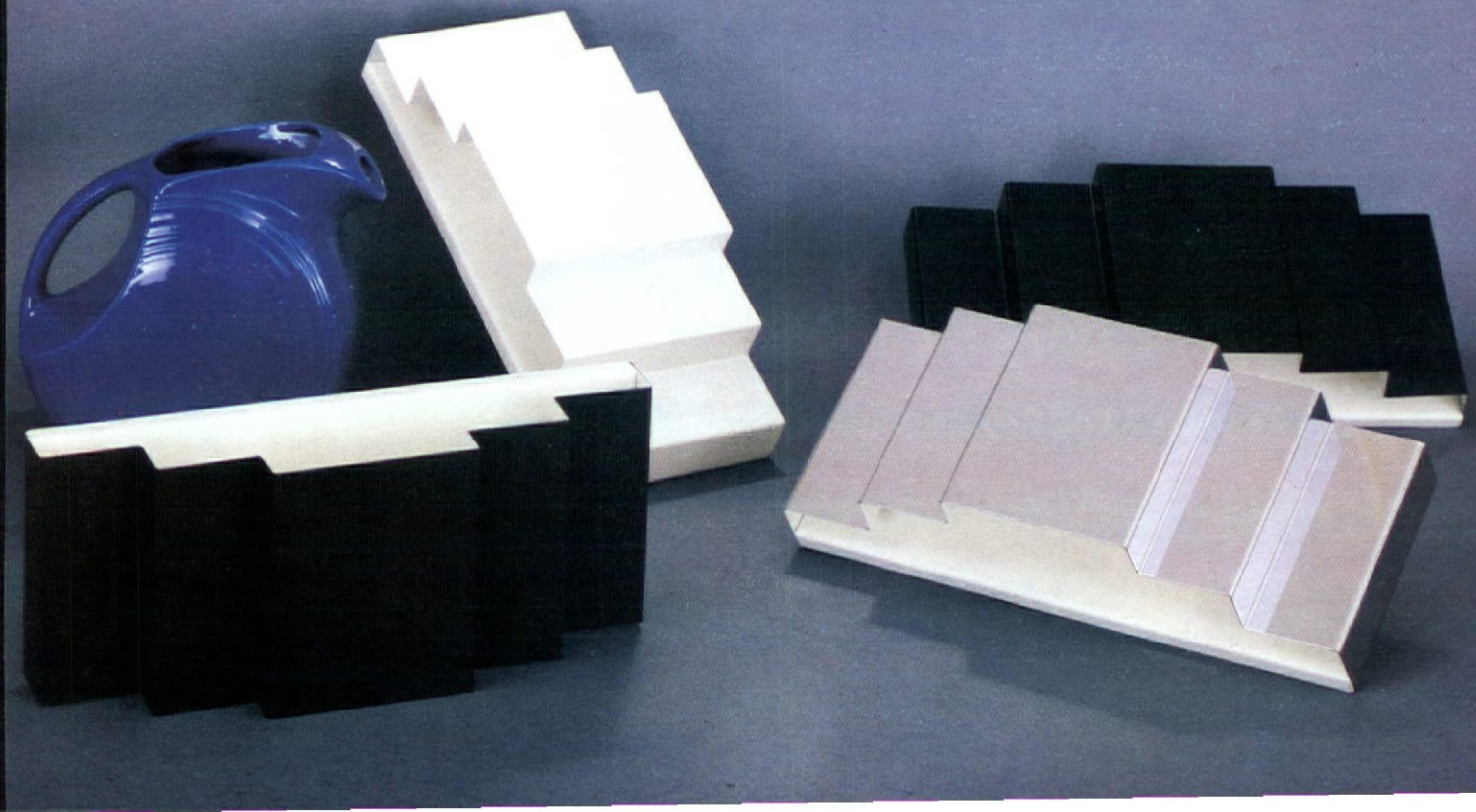
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Julian Weiss Architect



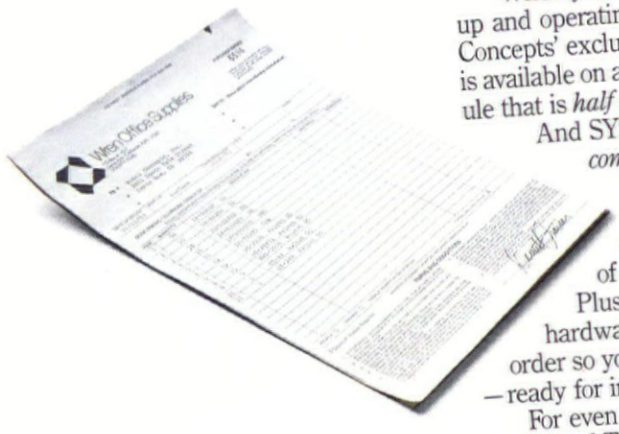
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And SYSTEM 2PLUS delivers a *complete* system: panels, furniture components and power options—available in a wide selection of sizes, styles and finishes. Plus, all required installation hardware is included with your order so your system arrives complete—ready for immediate setup and use.

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Wood open plan system includes varied components in an easy-to-assemble, functional package

Executive Office Concepts' (EOC) panel system is a completely modular open plan package that incorporates furniture and furnishings components geared to a wide variety of office needs. In addition, the system is constructed of metal-to-metal fittings which enable easy assembly and component rearrangement.

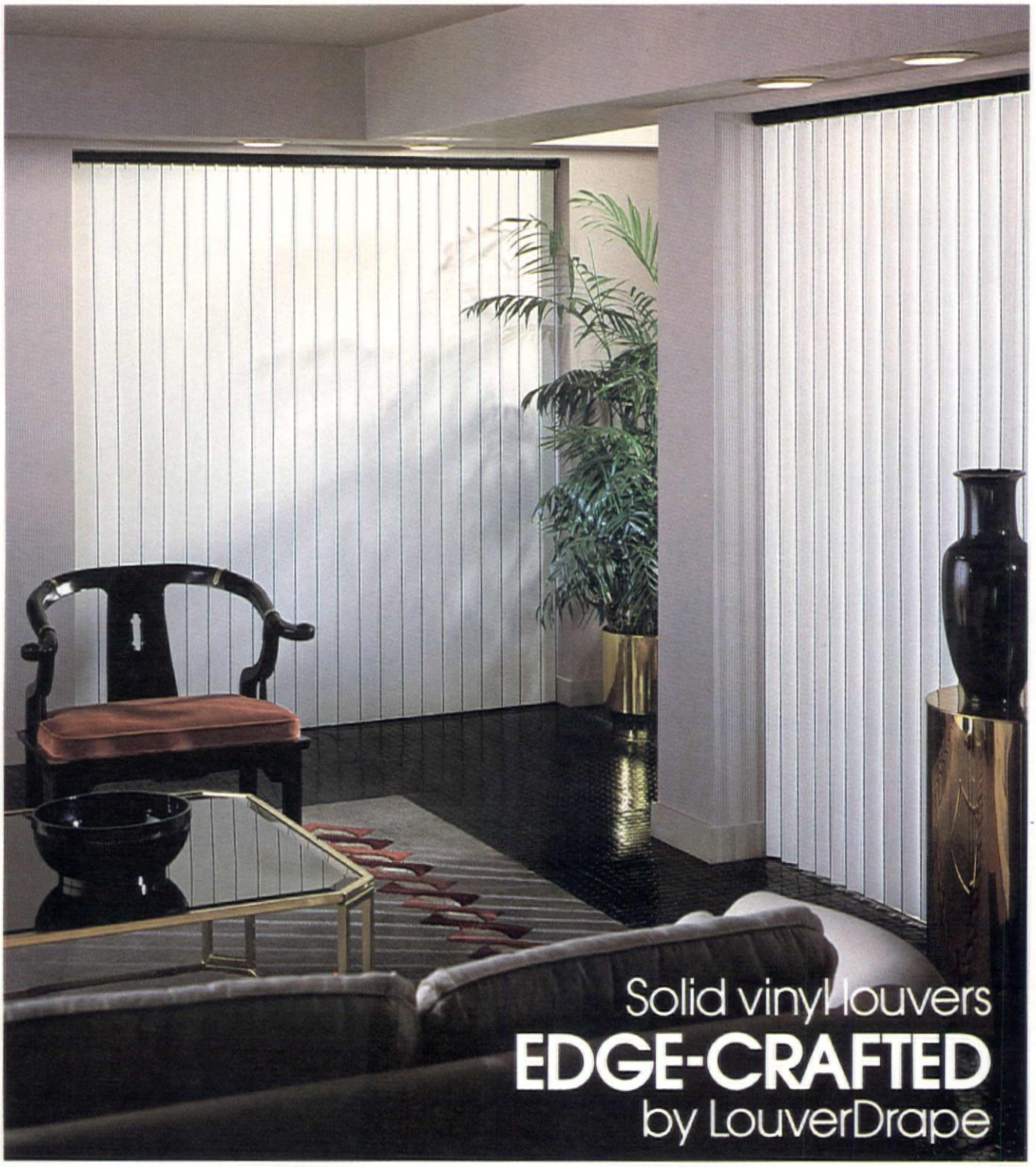
Crafted of walnut or oak hardwoods and veneers, panels are offered in 29 sizes. Options include straight or curved constructions, acoustical treatments, and fabric, acrylic, or wood veneer finishes. Panels are designed to house power raceways and feature top caps and wood-clad, metal plinth bases. These elements snap on and off to ease access to wires and cables.

Concealed within panels are slotted metal standards which accept hanging components in 1-in. increments. Hanging shelf units are offered in widths ranging to 60 in. in both open and receding door models. Paper organizers and task or ambient lighting are among optional accessories.

Coordinated desks and tables feature worksurfaces and transaction tops with veneer and laminate finishes. Drawer pedestals can be mounted or freestanding and are available with or without casters. Complementary computer-support equipment includes swivel platforms, adjustable worksurfaces, and paper flow systems.

Also compatible is Anthropom seating which was designed for EOC by Sumner Adams. Shown is armless synchrotilt posture chair engineered for multi-staff usage. Features include adjustable back with tilt-tension control and lever-adjusted lumbar support. The seat pitches slightly as the back reclines.
Circle No. 358.





THE LOOK OF TAILORED ELEGANCE AND THE PRACTICALITY OF SOLID VINYL

Solid vinyl louvers, EdgeCrafted® by LouverDrape® are an exciting new vertical blind idea. EdgeCrafting® in complementary colors gives the louvers an accented quality that provides a neatly tailored and boldly decorative look. A look vividly different from plain, single color, solid vinyl louvers.

The EdgeCrafted® accent color is inlaid by LouverDrape,® a permanent part of the louver. Not laminated or painted on, the accent edge is an integral part of the louver formed during the extrusion process.

Solid vinyl louvers, EdgeCrafted® by LouverDrape® retain the energy efficient advantages on plain LouverDrape solid vinyl louvers. They are extremely effective in rejecting solar heat at the window in the summer and effective reducing the heat loss in winter. And because they are vertical, they collect no more dust than a wall.

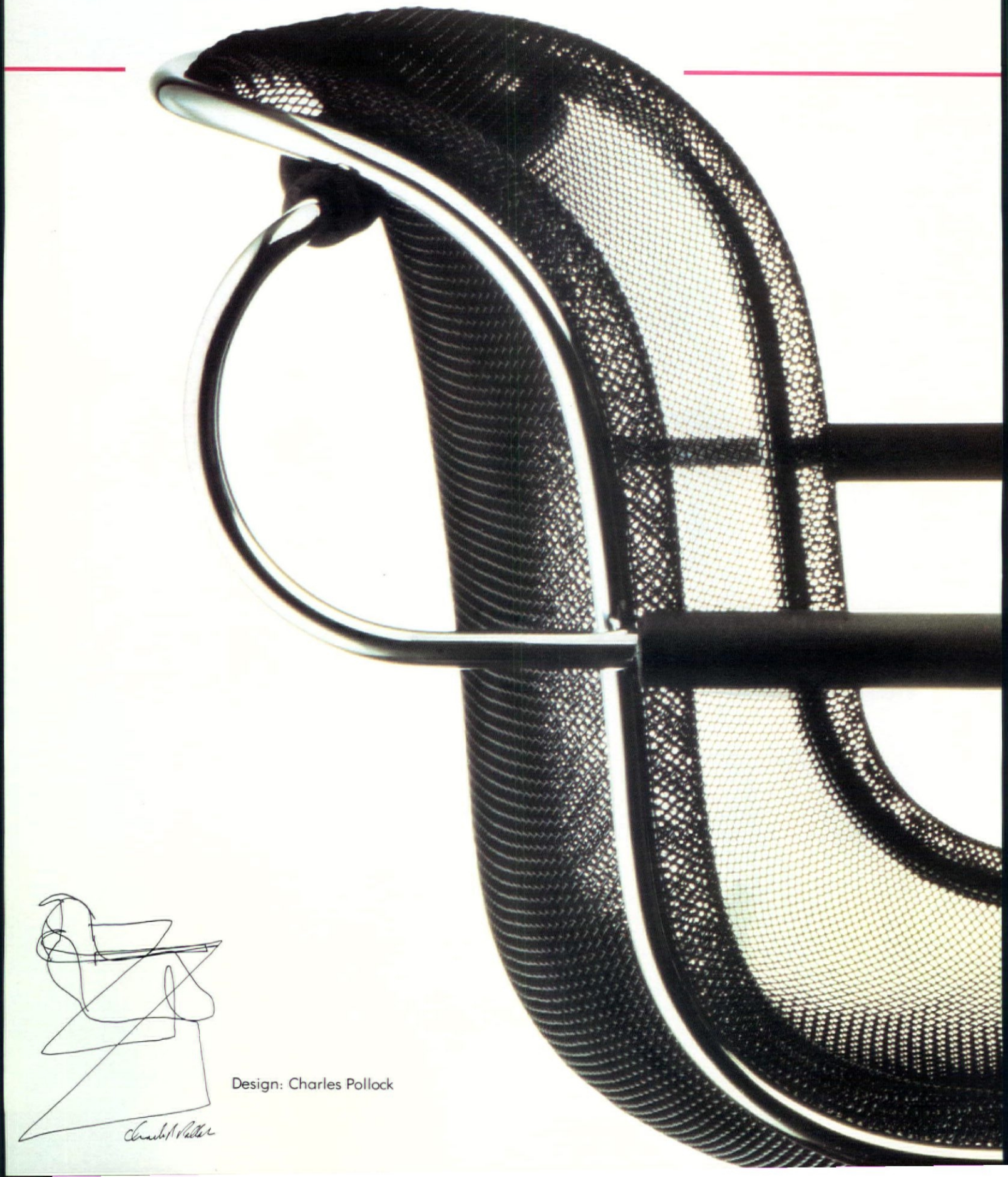
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Circle 51 on reader service card



Design: Charles Pollock

CASTELLI®

1983 Recipient of the most prestigious design awards

- Industrial Design Excellence Award (furniture and fixtures)
- ASID Product Design Award (honorable mention)

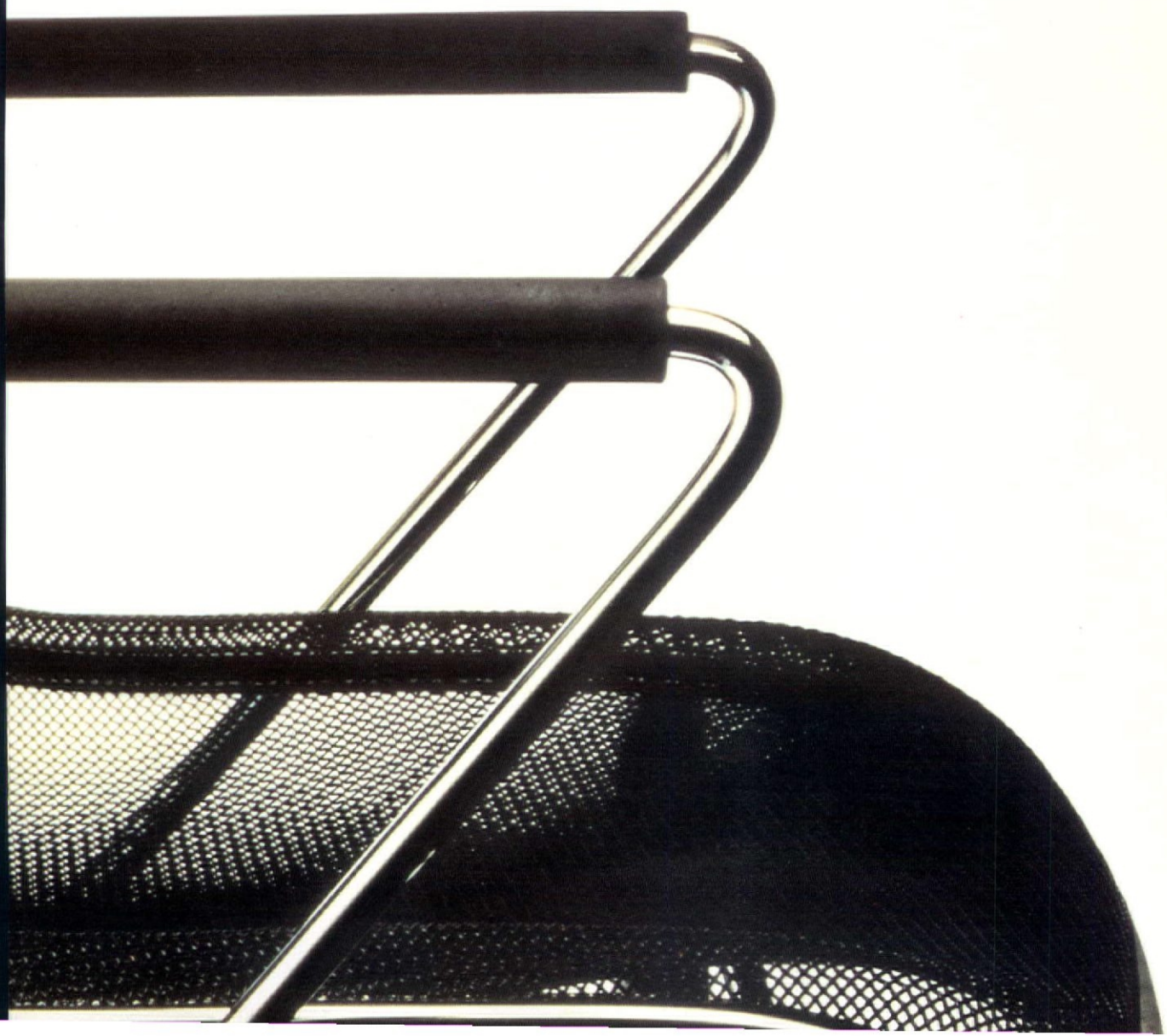
Penelope. Castelli's newborn classic chair. Light weight and sturdy. Chromium plated tempered steel frame. Seating shell of woven steel wire mesh and 54,450 tiny holes.

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New York, New York 10022
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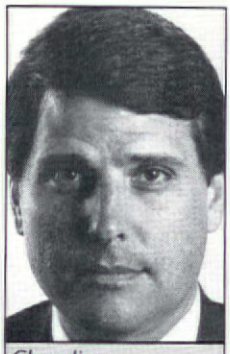
1150 Merchandise Mart
Chicago, Illinois 60654
Telephone 312 828 0020

Circle 52 on reader service card



PEOPLE/NEWS

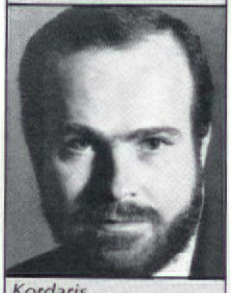
Knoll International appointed **Robert Chevalier** (shown) divisional vice president, eastern division. **George Kordaris** (shown) was named vice president and regional manager of the firm's New York operation. **Merle Lindby** was named vice president, design and development, Knoll Textiles by the firm.



Chevalier

Manfred Steinfeld, president, Shelby Williams Inds., was awarded the 1983 Roosevelt University Professional Achievement Award. Steinfeld is an alumnus of the school.

Storwal International named two new sales representative organizations. **Louis J. Molnar Assoc.** was appointed Storwal's North Central sales representative. **Snypp-Bowen Inc.** will market the firm's products in North and South Dakota, Minnesota, and northern Wisconsin.



Kordaris

Michael E. Heisley, chairman of Heico Inc., Mendota, Ill., announces the acquisition of **Eagle Computer Furniture Systems** of Niles, Ill. Eagle designs and manufactures a complete line of computer support furniture and equipment. **Richard O. Dentner** is president of the newly acquired firm.

Jim Davis, president, Lancer Ents., was elected chairman, Synthetic Turf Council for 1983-'84.

Hollytex Carpet Mills appointed **Paul Puetz** Midwest region sales manager. He will be based in Chicago.

Terry Gabhart was promoted to the position of product manager, dual purpose equipment, furniture components div., Hoover Universal.

Halo Lighting div. McGraw-Edison named **Scott Roos** product manager. He will be responsible for recessed incandescent, track, and HID indirect lighting systems.

Glenn R. Bode was appointed regional sales manager serving Oregon, Washington, and Alaska for Designweave.

New vice president, merchandising for Woodard, casual furniture manufacturer, is **Edgar Tarazona.**

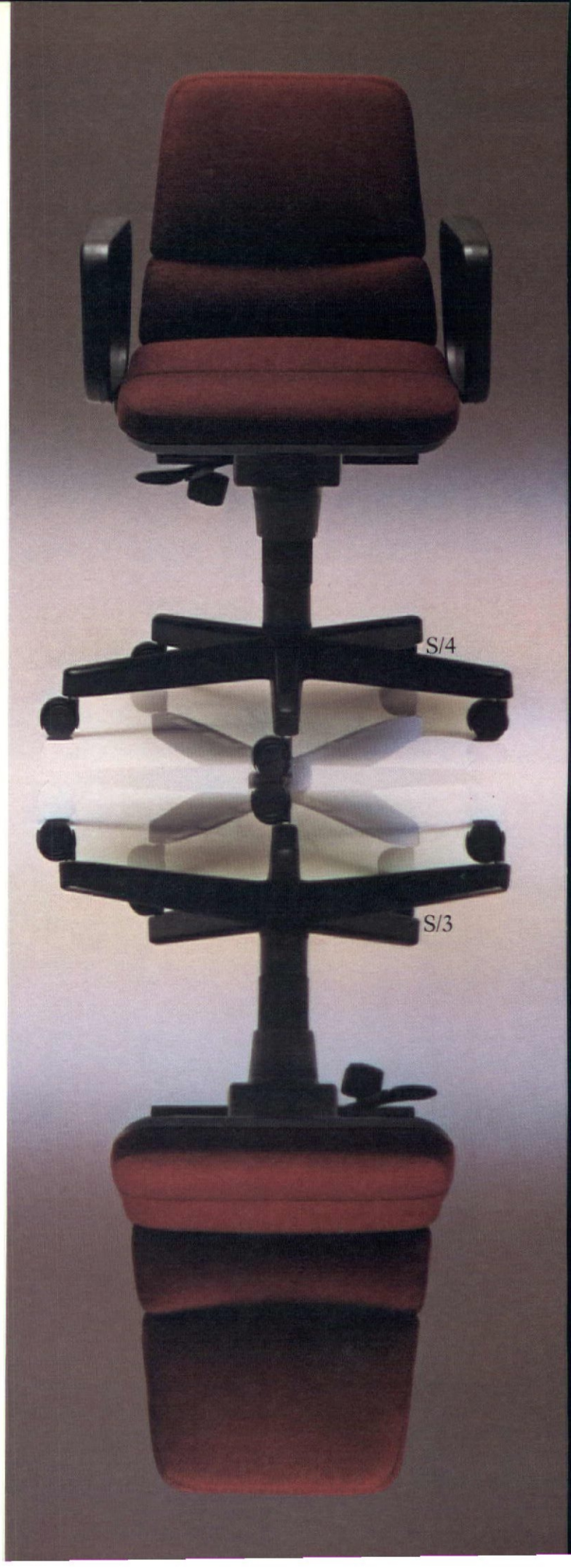


Murphy

Mary E. Murphy (shown) joins ISD Inc. as business planning director for the firm's New York office.

Willy Hanna and **Janet Krieg** recently formed **Facility Design Assoc.,** an interiors consulting firm. Corporate offices are located at 727 S. Dearborn St., Chicago.

New advertising and sales promotion manager for Formica Corporation is **Andrew W. Chase.**

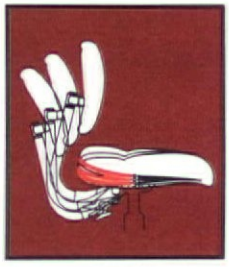


A REFLECTION OF FUNCTION.

Distinguishing the HarterMartinStoll S and N Collections is the exclusive *Pelvic Support*. In the S Collection, the Active *Pelvic Support* automatically positions itself in relationship to the chair front and back. In four models of the N Collection, the Variable *Pelvic Support* allows the user to adjust the *Pelvic Support* through a full range of back rest positions.



Active Pelvic Support



Variable Pelvic Support

The *Pelvic Support* aligns the spine and pelvis in proper position, providing correct posture and a seating environment conducive to increased productivity.

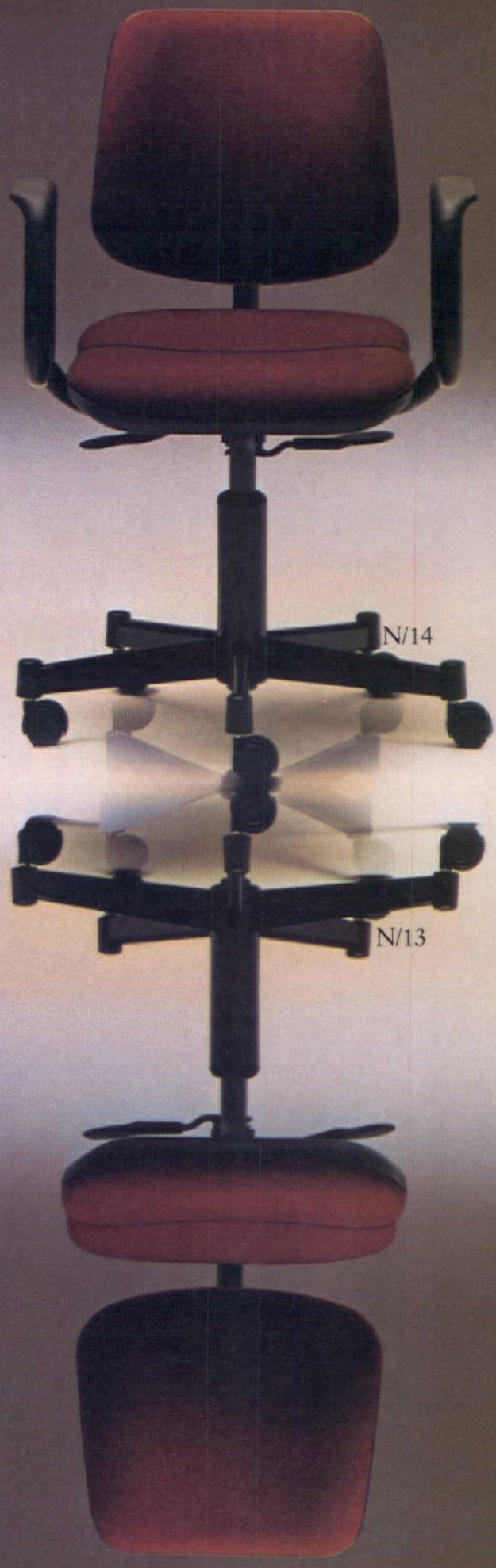


The seat surface is divided into two parts, the rear is mobile and linked to the motion of the back. When sitting upright, the pelvis is supported directly. When reclining, the rear part of the seat is lowered, maintaining support. Thus, the support is available when the user is sitting upright or reclining.

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HARTERMARTINSTOLL

Circle 53 on reader service card



New York isn't like any other city. Especially when it comes to the interior design industry.

Most other cities have the industry together. Under one roof. Centered in one place. Not New York though. We have it scattered all over.

And consequently, everyone's business suffers. Because architects, designers and their clients are wasting so much time in cabs trying to get from showroom to showroom they give up. And don't go to all the showrooms they'd like to. And should.

But in 1985, New York's design community is finally getting the permanent home it has always deserved. IDCNY. The International Design Center, New York.

IDCNY is designed for designers. By designers. I.M. Pei & Partners have come up with a spectacular master plan. Gwathmey Siegel & Associates Architects are responsible for the beautiful interiors. Vignelli Associates for the innovative graphics.

There'll be amenities as well. Elegant restaurants created by Joseph Baum, creator of The Four Seasons and Windows on the World. Exciting market weeks. Special events.

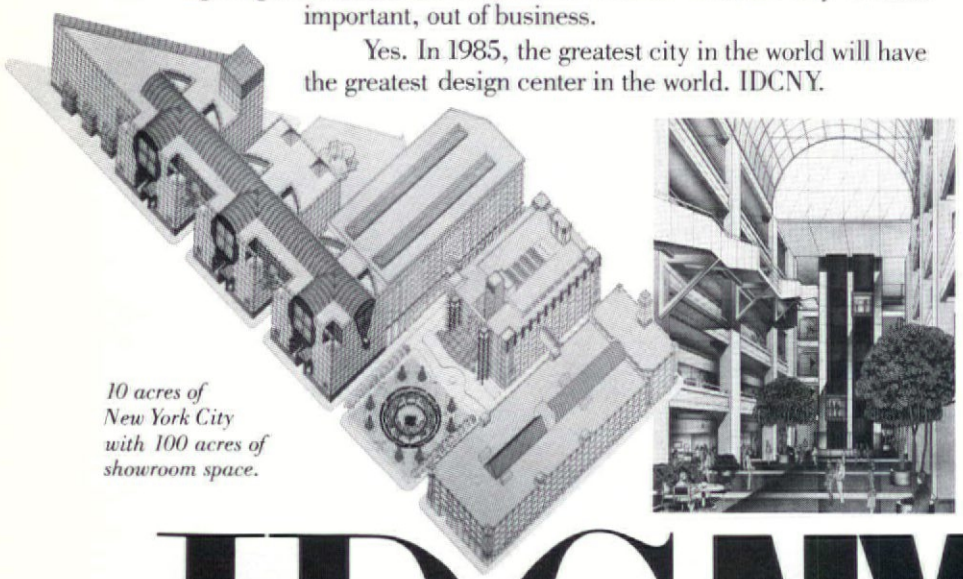
And it's all happening in the area New York Magazine calls "The Next Hot Neighborhood." Long Island City.

IDCNY is closer to midtown Manhattan than most of Manhattan. A quick trip by train, bus, cab or limo. (And we also have a free transportation service to get you there and back.)

Convenience was one important factor in choosing IDCNY's location. Space was another. For where could the industry enjoy 4½ million square feet of space. 100 acres of showroom space. In buildings converted specifically into showroom space.

But that's not all. Where else could the industry enjoy rents that won't drive the fabric houses, the floor and wall coverings firms, the lighting sources and the furniture showrooms out of the City. Or more important, out of business.

Yes. In 1985, the greatest city in the world will have the greatest design center in the world. IDCNY.



10 acres of New York City with 100 acres of showroom space.

When you have as many so-called design centers as New York does, you really have none.

IDCNY

It's why New York will remain the design center of the world.

To talk about your place in the IDCNY, call Emmett L. Dineen, President of IDCNY at (212) 486-5252 or Len Lemlein, Director of Leasing at (212) 486-5260.

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The Eichenberger lounge chair with an executive leather screen.

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PEOPLE/NEWS

Patrick M. Barrett is now president and chief operating officer, Viking Acoustical Corp.

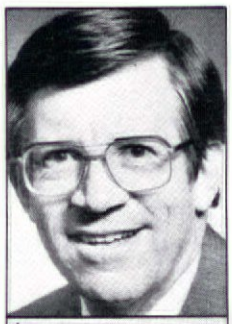
Arnold Yellin was appointed vice president and national sales manager, Lake Shore Seating Co.

The New York Design Center, 200 Lexington Ave., announces that lighting manufacturer **Koch + Lowy** opened a showroom in Suite 1409. It was designed by Tom Gass.

Manville Building Materials Marketing Div. names **John G. Lee** staff vice president and general sales manager.

Iris Walker French is new on-site manager of The Decorative Center of Houston. When the Center's new structure is completed in 1984, French will act as complex manager.

Trips in Resin, Long Island-based manufacturer of resin-coated table tops and bars, relocated its facilities to 3595 Lawson Blvd., Oceanside, NY 11572; 516/764-2606. A toll free number for out-of-state inquiries is 1-800/645-2606.



Lampe

William J.R. Lampe (shown) joins **FCI Services Inc.,** a newly formed company, as director. The firm is a division of Furniture Consultants Inc.

New senior designer for Peachtree Purchasing Co., Atlanta is **Ruth Garrett** (shown).



Garrett

The Wool Bureau named **W. Wesley Connelly** (shown) technical representative, carpets.



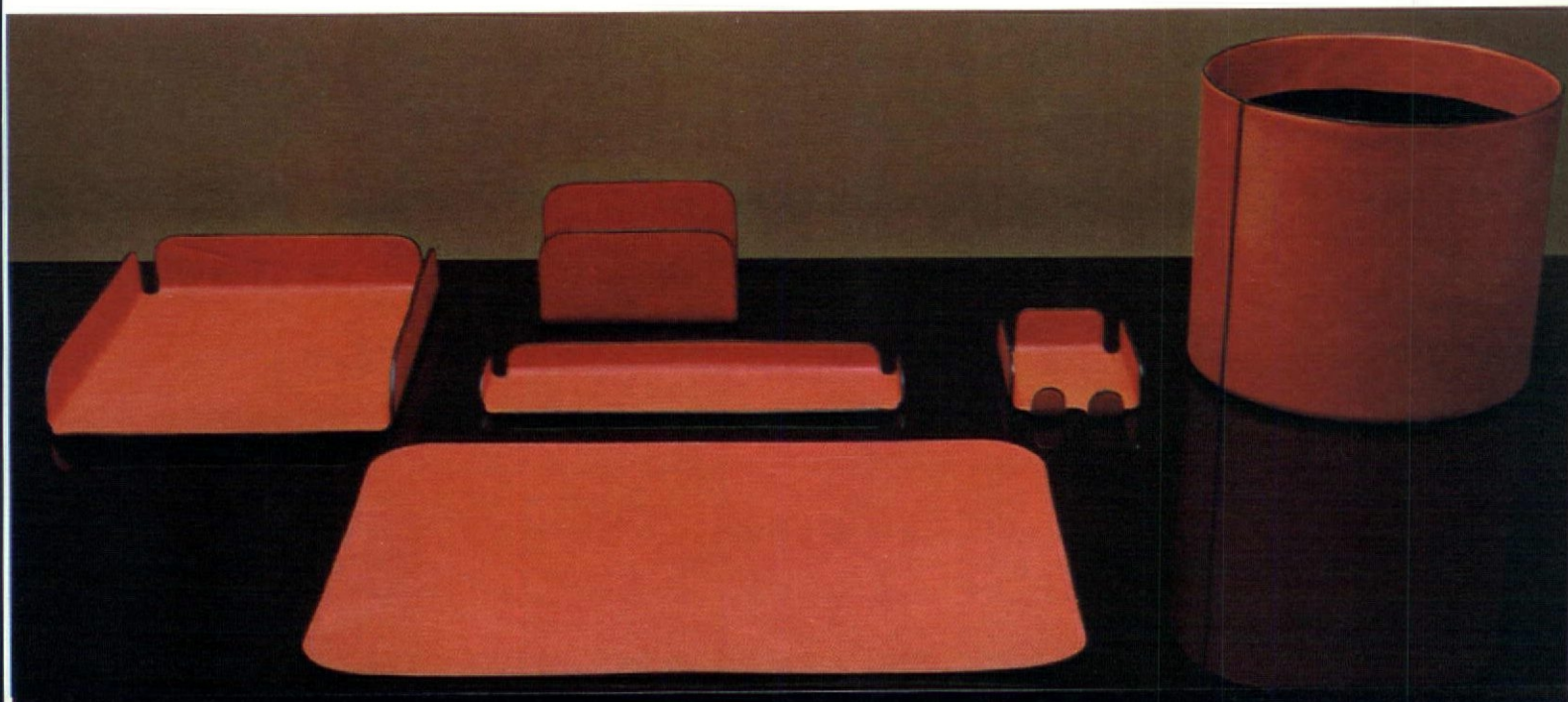
Connelly

Elmo Leather of America is now located at 2809 Earlham Place, High Point, N.C. Showrooms remain at Space 1307, SFMA Bldg.

Melvin Beacher, AIA, principal, interior design firm Beacher/Gagne/Assoc., was elected vice president, board of directors, Service Center for Older People (SCOP). The organization provides psychiatric and social services for elderly residents of New York's Upper West Side.

New vice president, merchandising, woven carpets, and rugs, Karastan Rug Mills is **Austin T. Cragg.**

Incorporated Consultants Ltd., an architectural lighting design consulting collaborative, moved to 30 West 22nd St., New York, N.Y. 10010; 212/741-3280. Principal consultants are Francesca Bettridge, Carroll Cline, and James Nuckolls.



For more information about these and other fine leather accessories contact:

Klaus Nienkämper

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The timeless beauty of genuine walnut, mahogany and oak is complimented by luxurious fabrics, acrylics and accent metals. But, beauty is only skin deep. Below the surface of **INTERACT®** exists a rugged structure that will withstand years of active use.

INTERACT® offers an extensive line of panels and panel-hung casegoods that are complimented by our free standing furniture for private offices. Designed to be a truly modular system, it is easy to configure, and install. To insure that there will be no surprises during your installation, our staff of systems specialists review all floor plans and specifications.

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INTERACT® Corporate® *Panel Desk. 30" high fabric wrapped panels with brass raceway accent trim and genuine walnut work surfaces and pedestals.*



INTERACT® *Administrative Work Station. 62" high upholstered and glazed panels framed with solid oak and brass raceway accent trim. Natural oak casegoods features flipper door cabinets and task lighting.*

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We create flexible tables.

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When one of our many flip-top or folding tables is being flipped or folded, it's helping change the nature of your space in minutes. Any other time, of course, it's doing what a table gets paid to do. And just how solidly it sits and feels while performing its traditional duties is something that interests our engineers no end. In fact, their stability standards are *very* high. Just think of the Rock of Gibraltar on a hinge.

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TABLES BY HOWE

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This is Nevamar

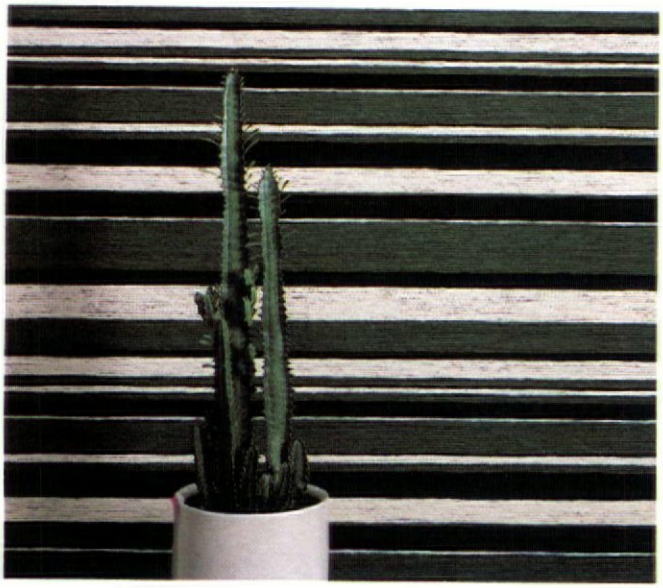


Dots. An unusual new laminate surface, spawning dozens of imaginative design ideas. Note the subtle dot pattern in the foreground above, blending into the total design environment on the walls beyond. In two contemporary colors: gray and, of course, salmon. Patterns shown full scale in the swatches above. For samples, call 1-800-638-4380. Nevamar Corporation, Odenton, Maryland 21113.

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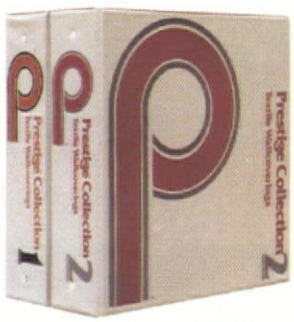


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PEOPLE/NEWS



Williamson

Cramer Inc. appointed **Don Smith** director, commercial sales.

Barbara J. Williamson (shown) was appointed marketing coordinator for Hunton, Shivers, Brady Assoc. Architects P.A.

Leslie Yeary was named director, product planning and development, office products div., American Seating. **Michael Melcher** is the firm's new national sales manager, contract furniture division.



Gaynor

Michael Gaynor (shown) was named vice president, marketing, Abramson Vereen Associates.

David B. Forest assumes the position of Midwest regional sales manager, Harter Corporation.

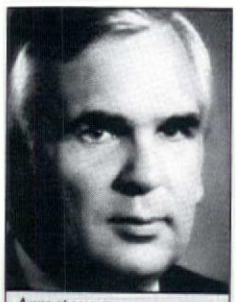
Martin J. Spillman is new manager, national accounts for Mohawk Carpets. He will be responsible for developing purchasing agreements with major corporations.

New president, Western Merchandise Mart is **Donald Preiser.** He was formerly vice president of the mart.

James R. Johnston was appointed sales promotion manager for the Patchogue Plymouth div., Amoco Fabrics Co. The division produces woven olefin carpet backing including PolyBac primary and ActionBac secondary backings.

Robert Shaw Jr. was appointed president and chief executive officer, International Fabrics. **Suzann Burkhead** is new executive vice president of the firm.

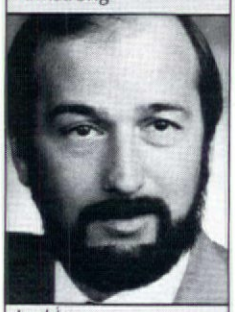
Ira Shore was promoted to the position of executive vice president, architectural products, Franciscan Ceramics.



Armstrong

New vice president, marketing for Herman Miller is **Dave Armstrong** (shown).

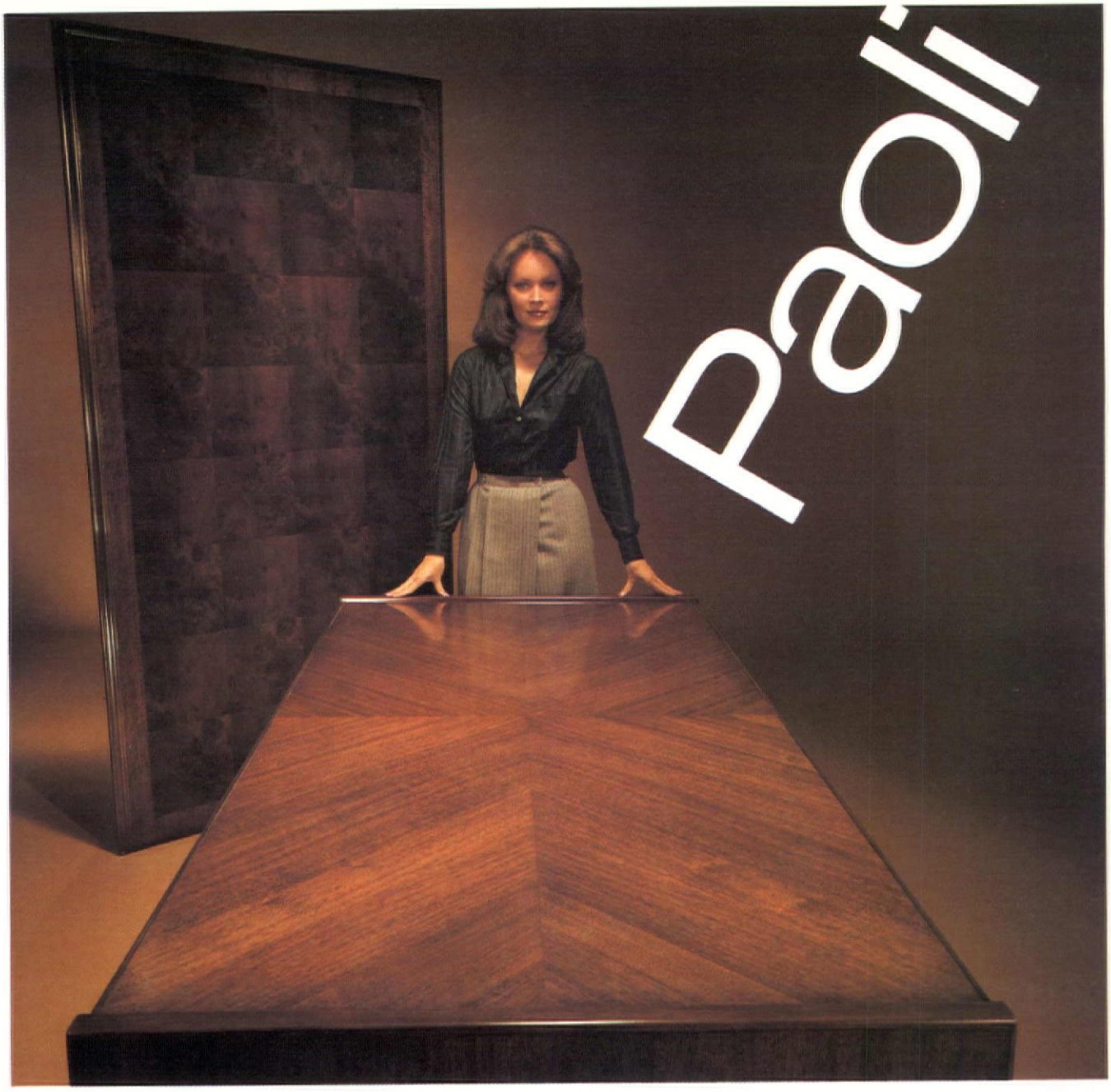
Schneider Assoc. named **Al Jenkins** (shown) sales manager, Los Angeles office. The firm is a full-service contract floorcovering and furnishings outfit with offices in San Francisco; Reno and Las Vegas, Nev.; Dallas; and Houston.



Jenkins

Robert Bailey Design Group, Portland, Ore., received *Print Magazine's* national design excellence award for an architectural graphic system developed for Farm Credit Banks, Spokane, Wash.

Ralph Mancini Associates, New York space planners, named **Glenn W. Olson** president of the firm.



When it comes to the office–come to Paoli.

For contemporary or traditional, or a mix of both — whatever your preference in fine office furnishings — come to Paoli. Compare Paoli for value with anything in the marketplace. Compare Paoli's TECH-AGE finish for long-life durability, for its resistance to water and alcohol. Compare Paoli's rare combination of beauty and brawn that imparts the "400" image. There is no comparison. So, when it comes to the office — come to Paoli.

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It won't be a model office for long.

You've designed the perfect automated office.

Use of space. Traffic flow. Work flow. Aesthetics. Acoustics. Electronics. Ergonomics. Everything's right.

Wrong.

Because all you need to do now, is to project the real effects of the computer into the picture. And, whoops, you missed something.

Computer clutter. Or information media as it's formally referred to.

Yes, this mass of input and output media generated by the computer is a real problem today.

As automation has found its way out of the computer room and into the mainstream office, with it comes all its oversized paper documents and odd sized magnetic media. Material that simply doesn't work into conventional 8½" x 11" filing cabinets and components.

So where does it get filed? Good question.

Wright Line has some good answers.

You see, Wright Line has been picking up after the computer since its early years. We've been the acknowledged leader in information media management in the computer room. And now we're the first to address automation's filing needs in the office.

Our unique system of filing devices, cabinets and work surfaces is compatible with all office and systems furniture lines. So now you can specify our products without sacrificing quality or aesthetics.

If you'd like to know more about Wright Line, or how we can consult with you during your early planning stages, contact Wright Line, 160 Gold Star Boulevard, Worcester, Massachusetts 01606.

Wright Line
A UNIT OF BARRY WRIGHT



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Hank Loewenstein prides himself in his knowledge of design. A knowledge that has led his company to be one of the most recognized names in seating in the last 16 years.

But he isn't the only one with such knowledge. You see, I'm Bob Kester, Hank Loewenstein's partner, and my forte is in the production of our chairs. In fact, our entire staff at Loewenstein is made up of dedicated and seasoned professionals, whose individual expertise insures the quality and craftsmanship of our products.

Together we have stayed ahead of the ever-increasing demand for our quality seating by improving our computerized office facility for more efficient handling. We've also updated our production capabilities by installing the latest in assembly equipment and painting/finishing systems for a wider variety of in-stock inventory in an array of available colors and finishes. And expanded our already extensive upholstery and cutting areas. All to speed the delivery and maintain the quality of your order.

So the next time you're in the market to buy quality contract seating, give Loewenstein, Inc. or one of our representatives a call. Because when you're looking for the best in seating, you also want the best in service.

Hank isn't the only one who knows all about chairs.



Loewenstein.

Quality seating and the service to match.

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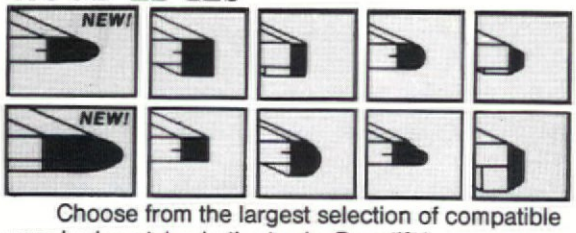
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In the contract furniture industry look to Redco for a greater design choice in custom tables for business and commercial use. We also offer a complete line of cube, cylinder, waterfall, parsons, and panel-end tables. Redco specializes in conference tables.

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WOOD EDGES



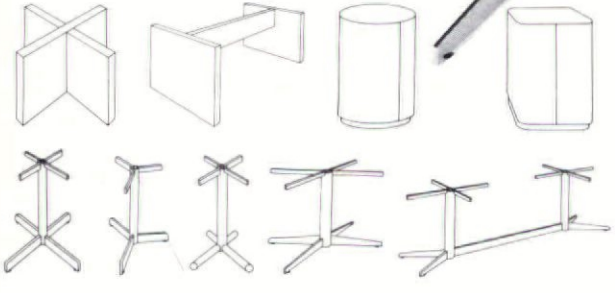
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BASES

As never before, you can choose from our recently added full line of quality bases: wood, cylinders, cubes, chrome and bronze...we've got what you want.

More good news...our prices are *very competetive.* To see what we mean, circle the service number or call us toll-free.



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COMING EVENTS

1983

November 13-16. 68th International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 15-17. International Energy Management & Facilities Improvement Show. Expocenter, Chicago.
November 16-18. Business & Institutional Furniture Manufacturers Association Management Information Conference. Newport Beach, CA.
November 18-19. Designers Trade Market, sponsored by Ohio South/Kentucky Chapter, ASID. Sheraton/Springdale Hotel, Cincinnati, OH.
November 21. INTERIORS EXPO '83, Texas Chapter/ASID Industry Foundation Contract Exhibition. Loew's Anatole Hotel, Dallas.
November 29-December 2. Comdex/Fall. Las Vegas.
December 4-7. The Office Landscape Users Group 30th symposium. Fisherman's Wharf Holiday Inn, San Francisco.
December 6-8. Business Expo conference and exhibition. Convention Center, Dallas.

1984

January 10-12. Business Expo Conference. Albert Thomas Convention Center, Houston.
February 18-19. Third Annual Research Conference of the Office Systems Research Association. Los Angeles.
February 20-22. Office Automation Conference '84 sponsored by the American Federation of Information Processing Societies. Convention Center, Los Angeles.
February 24-27. American Association of School Administrators (AASA) Show. Las Vegas Convention Center, Las Vegas.
March 1-3. CONDES, contract design show and conference. World Trade Center/Dallas Market Center, Dallas.
March 11-13. International Aquatic Conference for architects, engineers, planners of pool facilities or aquatic environments. Indianapolis Convention Center, Indianapolis.
March 19-24. FOSE '84, Federal Office Systems Expo for office systems integration in government and industry. Convention Center, Washington, D.C.
March 22-24. WestWeek 1984 design market and conference. PDC 2/Pacific Design Center, Los Angeles.
March 26-27. Tools & Techniques for Facility Planners & Managers, Cornell University short course. Cornell Club, New York.
March 31-April 4. National Corporate Real Estate Executives 11th Annual Symposium & Exposition. Hyatt Regency, New Orleans.
April 13-14. NCIDQ tests, sponsored by the National Council for Interior Design Qualifications. Regional locations announced upon registration.
May 4. Varieties '84. The Marketplace, Philadelphia.
May 5-9. American Architecture and Its Public, National Convention of the American Institute of Architects. Phoenix Convention Center/Phoenix Civic Plaza, Phoenix, AZ.
May 6-8. Dal-Lux '84, Exposition of Commercial & Residential Lighting. Dallas Market Center, Dallas.
May 10-13. 25th Annual Conference of the National Home Fashions League. Waldorf-Astoria Hotel, New York.
May 13-15. CALICON, contract furniture/furnishings show. Western Merchandise Mart, San Francisco.
May 19-23. National Restaurant Show. McCormick Place, Chicago.
June 4-7. A/E Systems '84, CAD/CAM conference and exposition. Baltimore Convention Center, Baltimore, MD.
June 12-14. INFO/SOFTWARE, applications and systems software exposition and conference. McCormick Place, Chicago.
June 12-15. NEOCON 16, World Congress On Environmental Planning & Design. Merchandise Mart, Chicago.
July 14-17. Int'l. Carpet Market. Atlanta Market Center, Atlanta.
August 16-19. American Society of Interior Designers annual convention and exhibition. Hyatt Regency, Chicago.
(Events listings, including foreign shows, continue on p. 98.)



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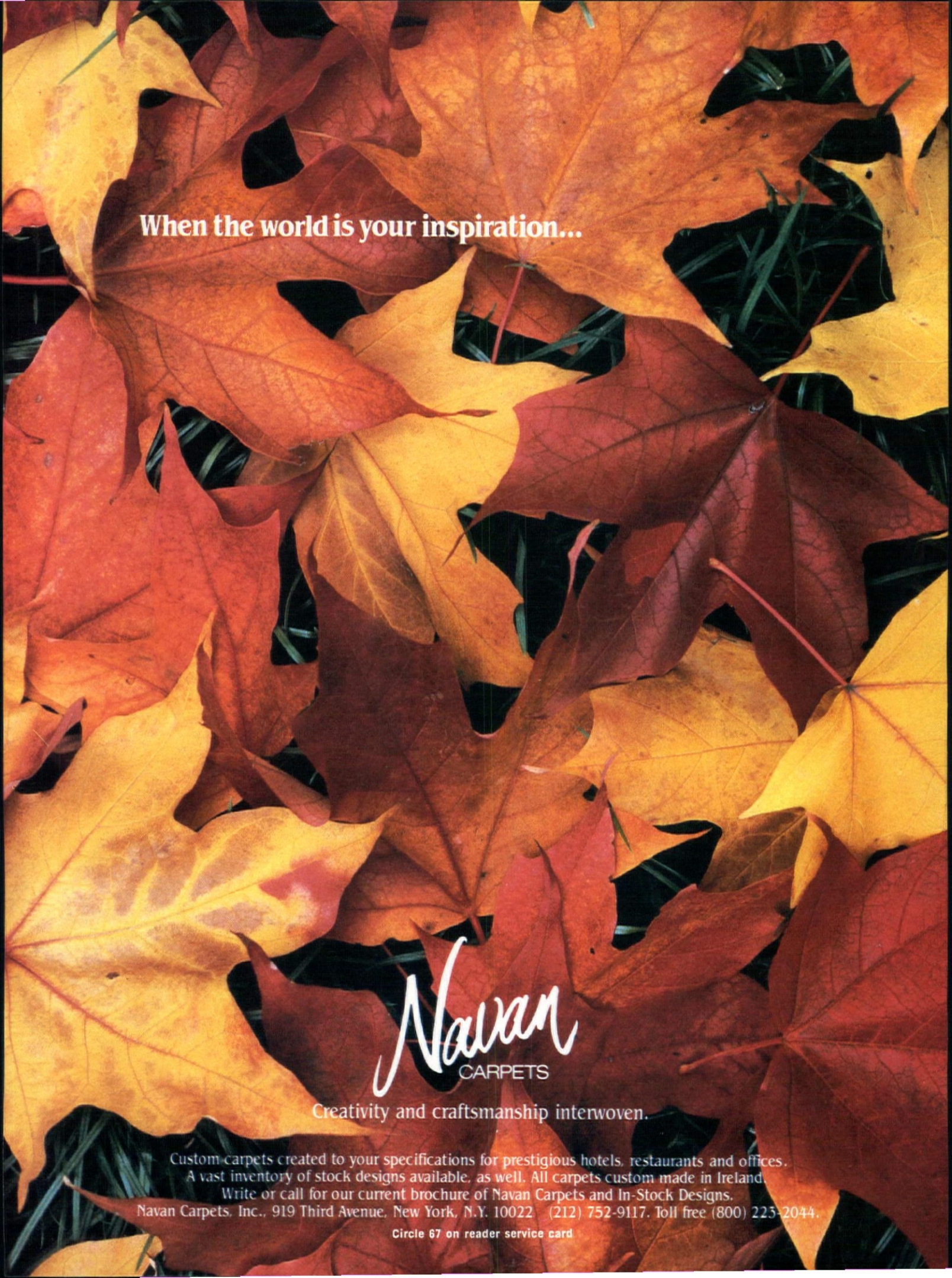
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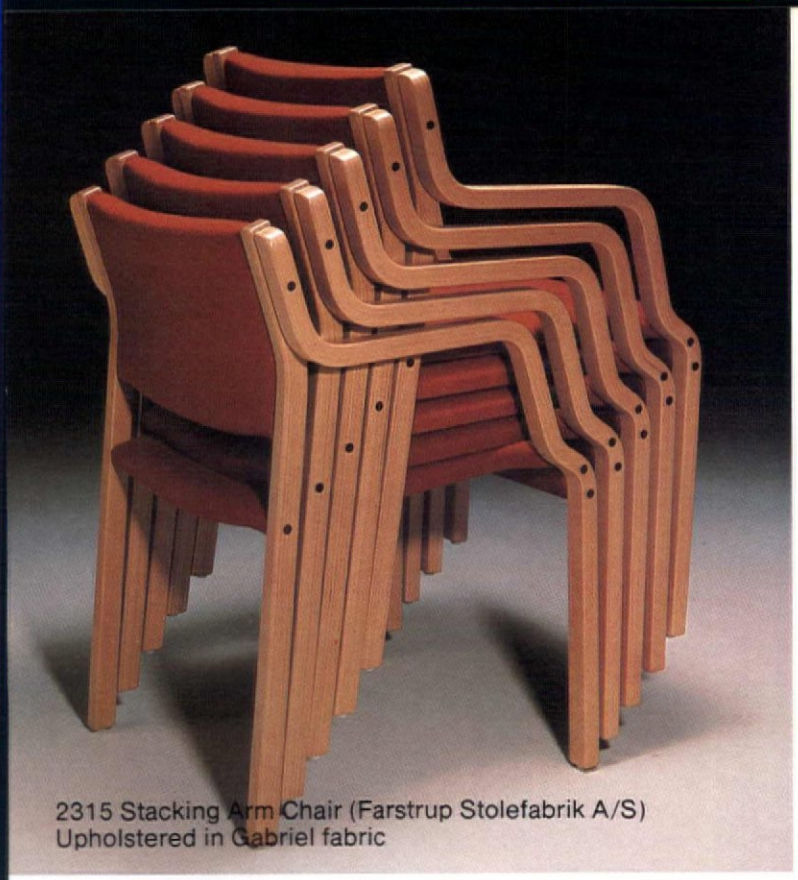
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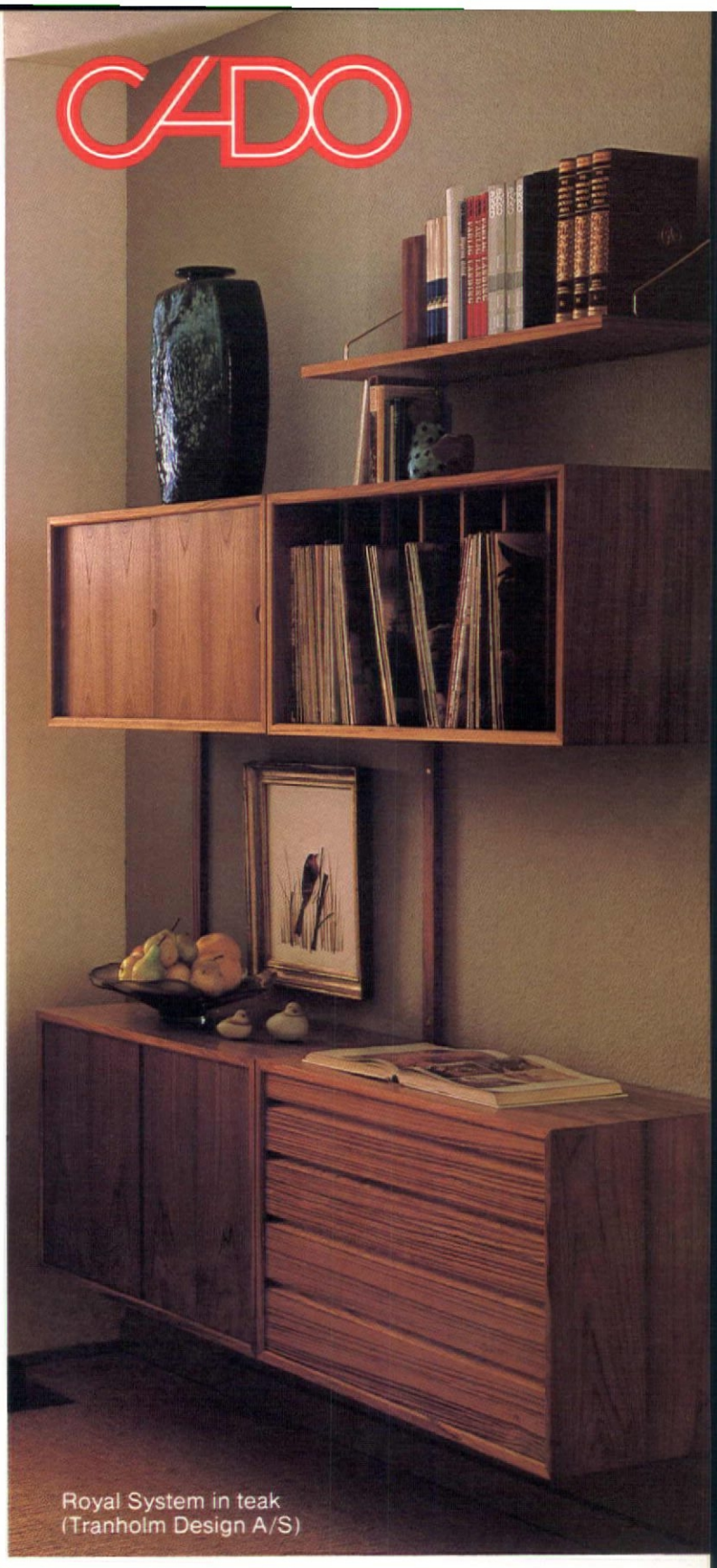


2315 Stacking Arm Chair (Farstrup Stolefabrik A/S)
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Stella Lounge Group in teak
(L. Olsen & Son, Mobelfabrik K/S)

CADO



Royal System in teak
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Visit the special furniture exhibit presented by Cado in cooperation with Tranholm Design A/S; L. Olsen & Son, Mobelfabrik K/S; Farstrup Stolefabrik A/S; and Gabriel Boligtextiler, opening in conjunction with Designers Saturday, October 13, and continuing through November 23, 1983 in the Scandiline/Cado Showroom, 979 Third Avenue, New York.

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Pedigrid and *Pedimat* do the jobs that have to be done—stopping dirt, mud, sand, and water at the door; reducing interior floor maintenance; protecting the safety of visitors and workers. At the same time, both *Pedigrid* and *Pedimat* build the designer's palette with a broad range of contemporary colors, textures and surfaces including Dupont Antron III® carpet.

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U.S. Patent Nos. 4,112,640; 4,029,334; 3,783,471 Canadian Patent No. 967313

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Reaching for New Laurels

The Kentucky Area/Ohio Regional Chapter of the Institute of Business Designers is sponsoring a product application competition. The competition will include any design that has been fabricated or installed between March 1, 1982 and March 1, 1984, in the following catagories:

Ceiling Systems:
Armstrong
Custom Fabric Wall Treatments:
Fabri Trak
Hardwood Flooring:
Kentucky Wood Floors
Tambour Wood & Mirror Products:
National Products
Plastic Laminates:
Nevamar
Wallcovering:
S. R. Wood

Awards in each catagory will be presented as follows:
First Place:
$400.00
Second Place:
$100.00
Honorable Mention:
Certificate of Recognition
For additional information contact Susan Tommie at 606-293-2661.

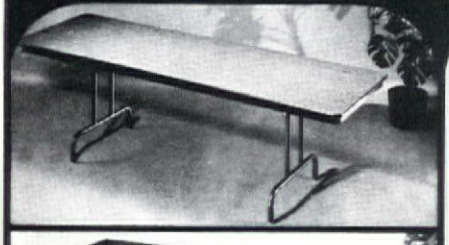
COMING EVENTS

August 25-28. International Woodworking Machinery & Furniture Supply Fair. Georgia World Congress Center, Atlanta.
October 17-24. National Office Products Association Annual Convention & Exhibit. McCormick Place, Chicago.
November 13-15. Computer/Management Show for the Construction Industry (CMC '84). Expocenter, Chicago.

Foreign Trade Shows 1984

January 11-14. Heimtextil Interior Textiles Conference, Frankfurt, West Germany.
January 12-17. International Lighting Exhibition. Porte de Versailles Exhibition Center, Versailles, France.
February 5-9. Third Middle Eastern Business Equipment, Communications & Computer Show. Exhibition Centre, Bahrain.
February 25-29. International Frankfurt Spring Fair, Frankfurt, West Germany.
March 18-22. SaudiComputer '84. Riyadh, Saudi Arabia.
April 5-8. INTERKIT Third International Exhibition of Kits & KD Furniture. Porte de Versailles Exhibition Center, Versailles, France.
April 12-15. Farbe '84 International Exhibit Colour Design & Colour Application. Munich, West Germany.
May 8-10. Buro 12th Exhibition of Office Machines/Office Furniture Organizational Methods & Drawing Techniques. Munich, West Germany.
May 9-13. Annual Scandinavian Furniture Fair. Bella Center, Copenhagen, Denmark.
September 6-8. CANEXUS, Canadian Contract Furniture Exhibition. Harbour Castle Hilton, Toronto.
October 25-30. Orgatechnik. Biannual International Office Trade Fair. Cologne, Germany.

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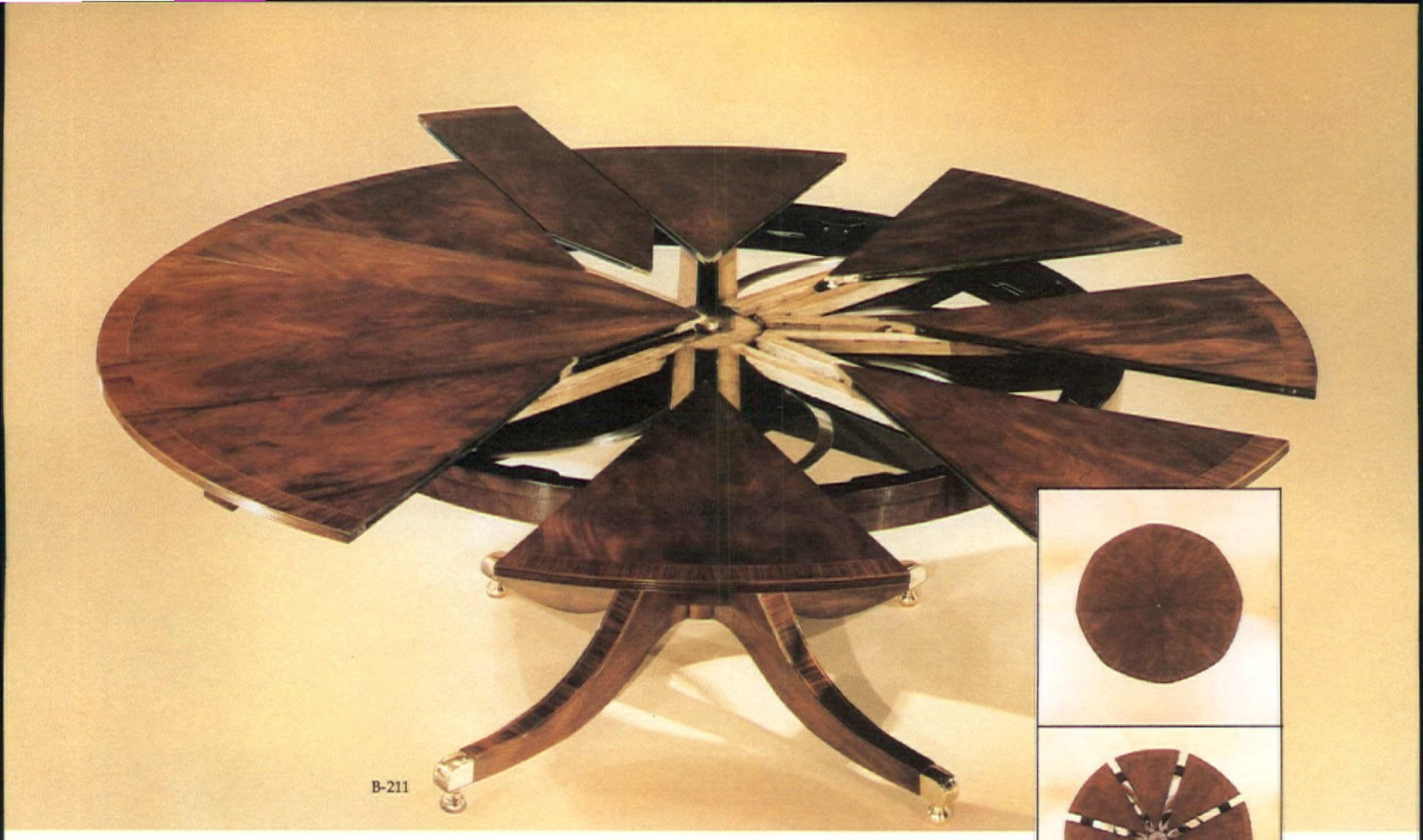


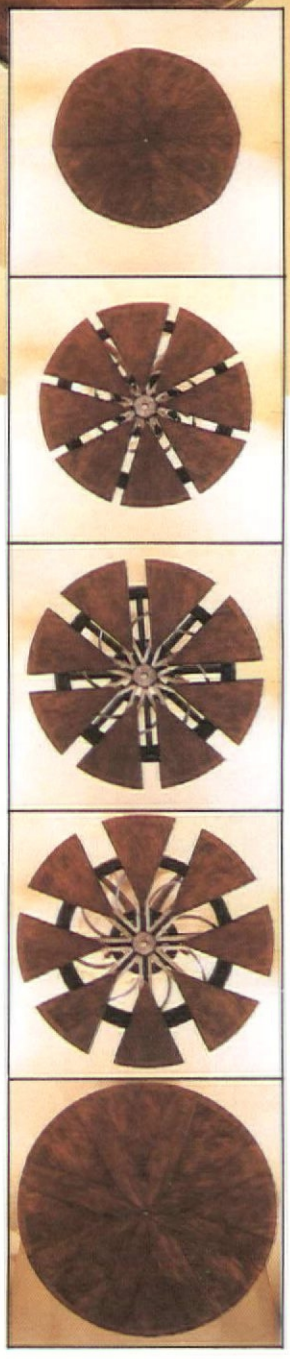
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Sheraton Mahogany Radial Extendable Table

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Smith & Watson

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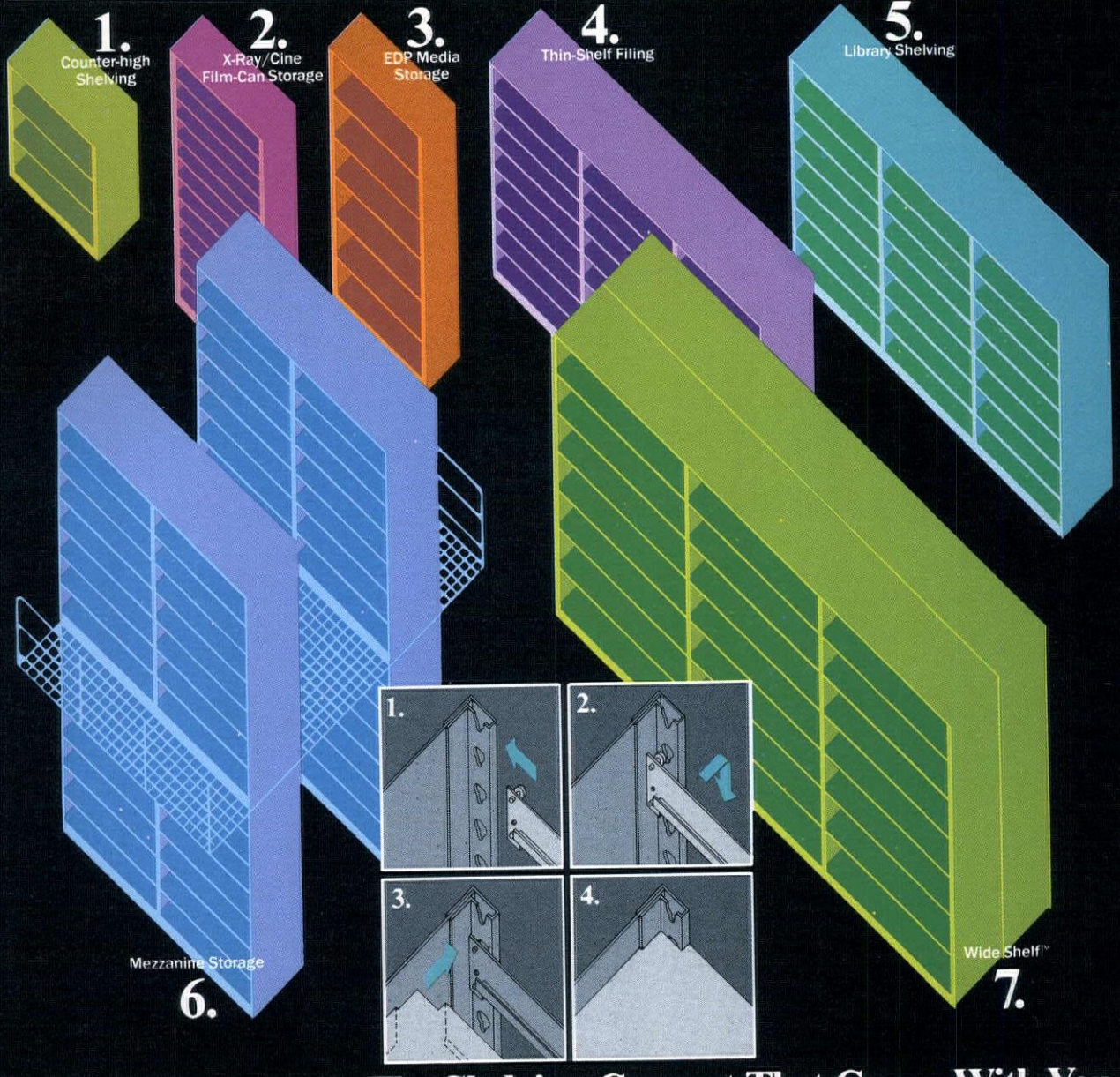
DALLAS/HOUSTON	ATLANTA	CHICAGO	SAN FRANCISCO	LOS ANGELES	BOSTON	PHILADELPHIA
John Edward Hughes	Ernest Gaspard	Patterson, Flynn & Martin	McCune	Lawrence & Scott	Kaplan & Fox	Hinkley & Associates

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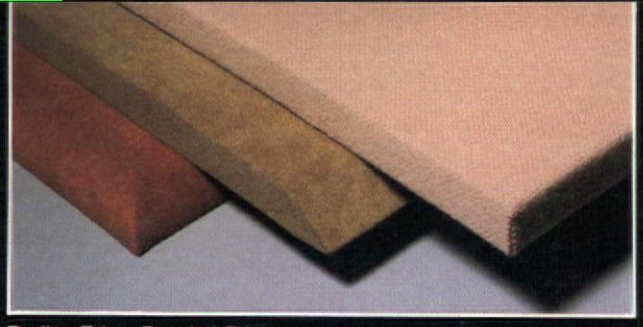


Aurora Quik-Lok®...The Shelving Concept That Grows With You.

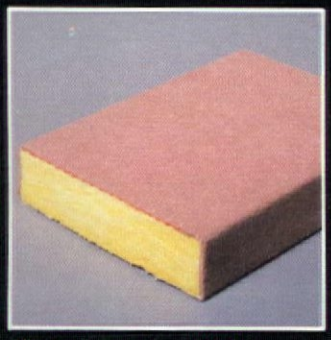
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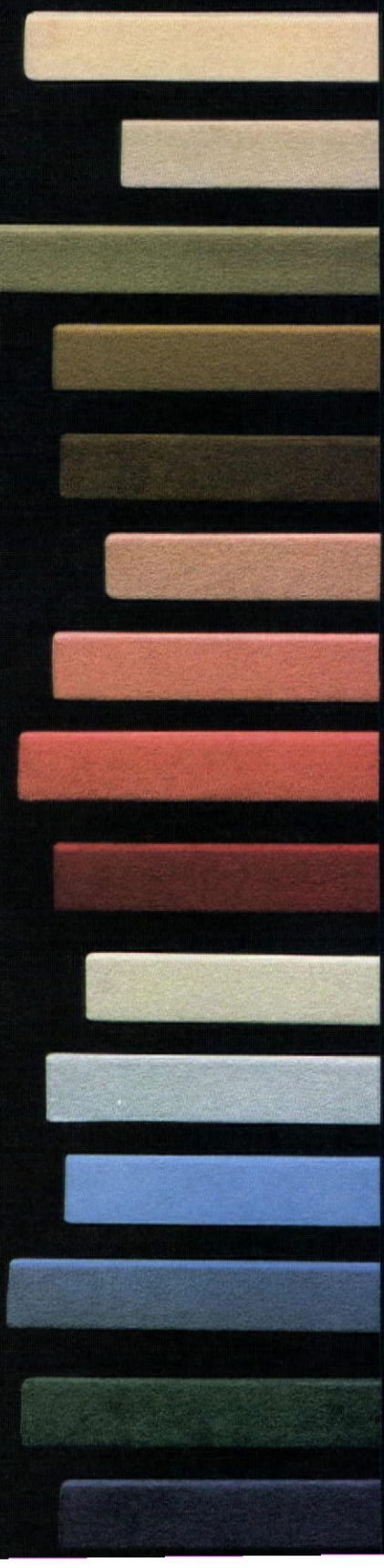
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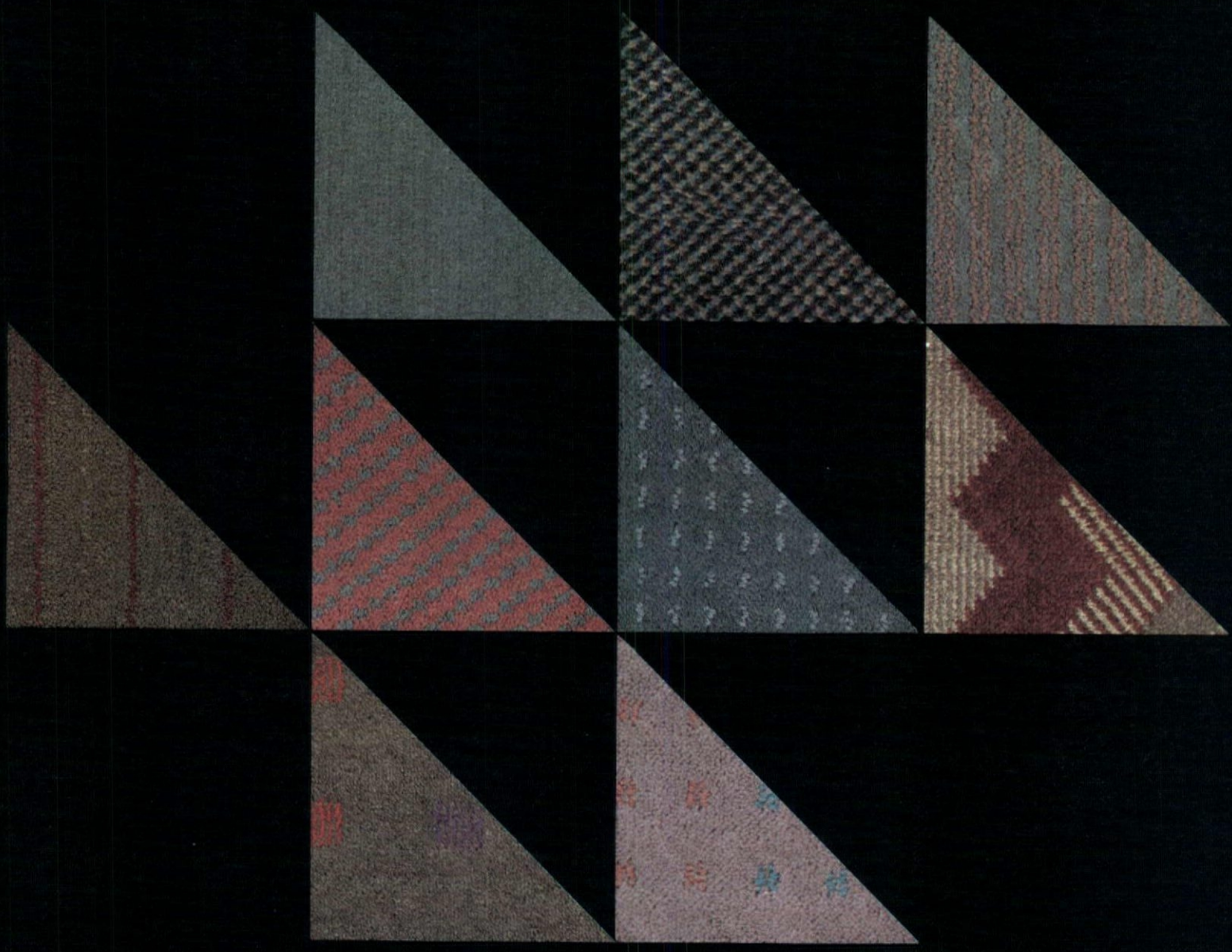


WINNER'S CIRCLE
15th IBD/CONTRACT MAGAZINE PRODUCT DESIGN COMPETITION

This Winner's Circle advertiser section includes some of the gold, silver, and honorable mention product design award winners in the 15th annual contest to recognize outstanding product design by contract product manufacturers.

All winners appear in special editorial section following this one, starting on page 113.





HARBINGER

The Designers Selection

1983 IBD Gold Award Winner

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

The Next Step in Carpet History

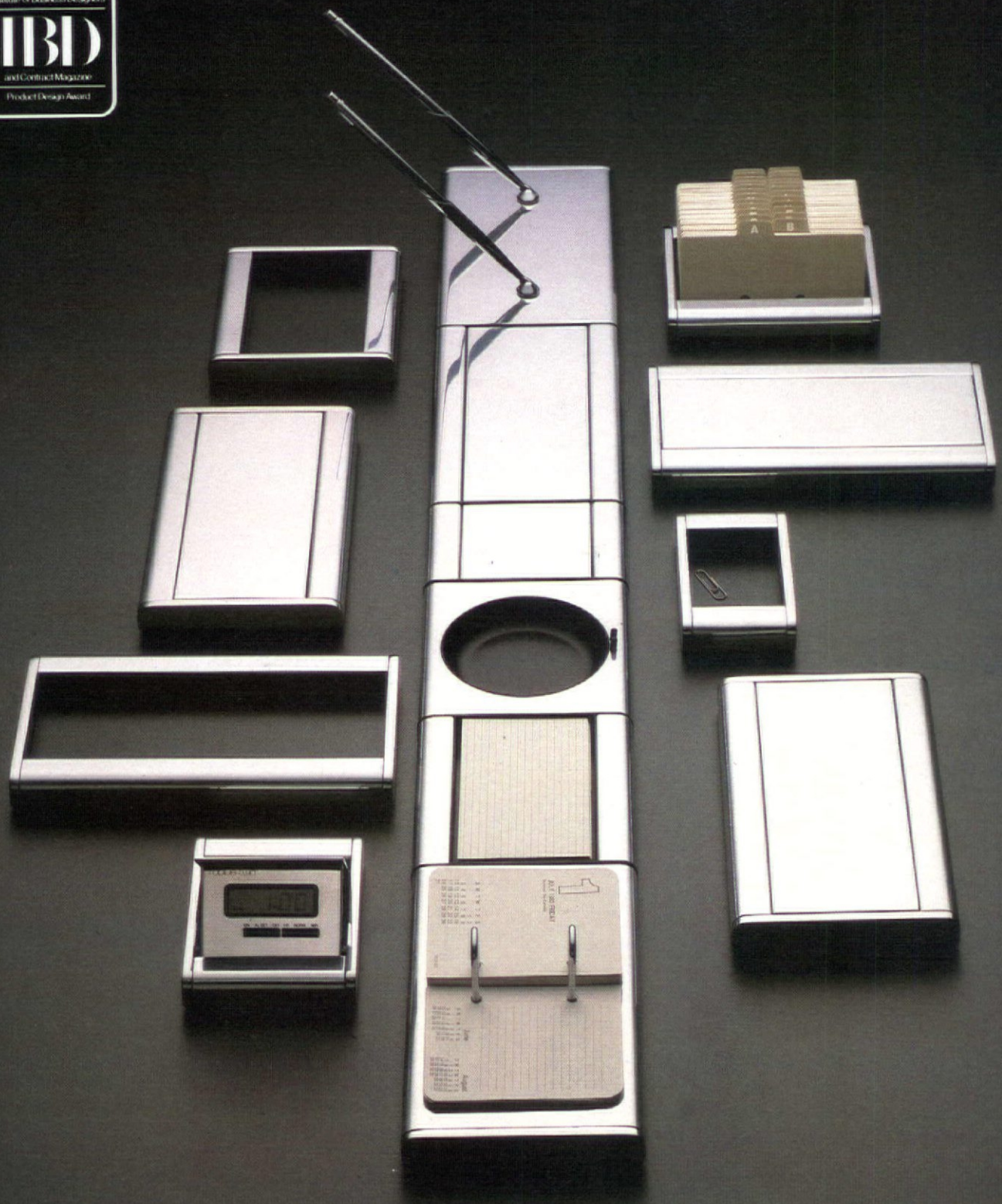
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radius two®

Design: William Sklaroff

Smith Metal Arts

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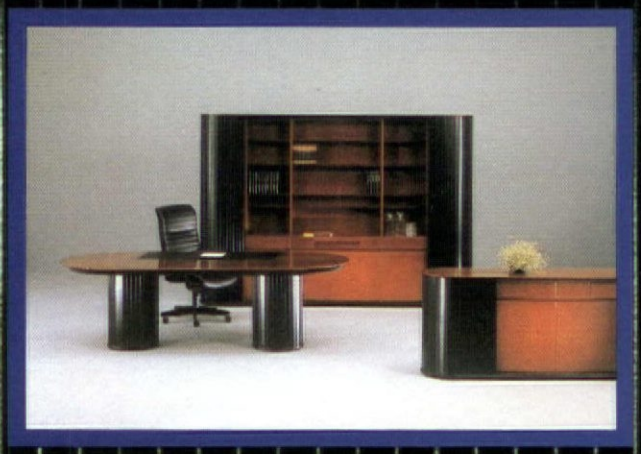
For sampling and nearest showroom contact Wall-Pride at P.O. Box 7151, Van Nuys, CA 91409, (213) 997-2700.

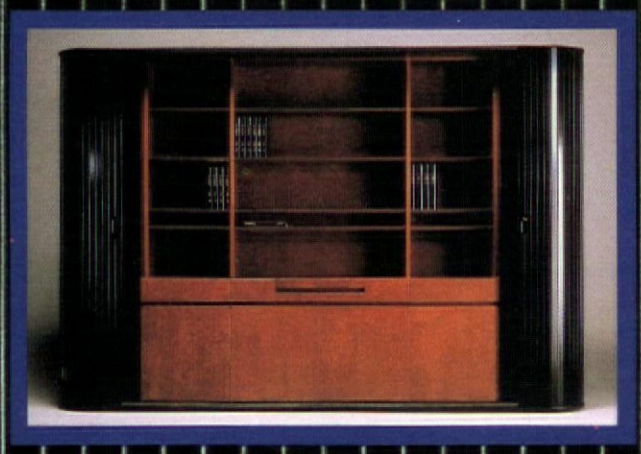
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Fantoni's masterpiece for the accomplished. The DS series for the executive suite. Designer architects, Broggi and Burckhardt, combine sophisticated beauty with functional style. The DS series creates the executive aura vital for top management without sacrificing efficiency. The elegance of burl and black lacquer, fine leather inserts and meticulously designed tambour conceal wire management, central locking system, files, and storage.

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fantoni USA

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212. 683.7085

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Thanks IBD!
The awards have really stacked up for us in '83.

The IBD **Gold Award** for wall covering: *Mirage*,

The IBD **Silver Award** for drapery: *Classic Woolens*,

The IBD **Silver Award** for upholstery: *Armor Cloth*,

and an IBD **Honorable Mention** for upholstery: *Wool Andes*.

Thanks again IBD!

ATLANTA BOSTON CHICAGO DALLAS DENVER HOUSTON KANSAS CITY LOS ANGELES MIAMI NEW YORK SAN FRANCISCO SEATTLE WASHINGTON D.C.

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"It was a challenge designers live for: an opportunity to create a turning point in the evolution of the workplace". *Paolo Favaretto*

"Today, we all recognize that productivity is intimately bridged to comfort, both physical and visual". *Jim Hayward*

Kinetics

Institute of Business Designers
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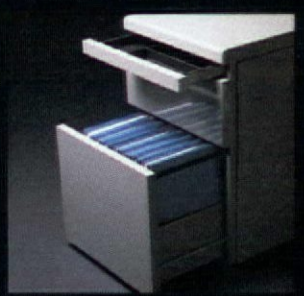




The Kinetics Powerbeam is the system's arterial passageway. Inside are two segregated channels. One handles three separate electrical circuits, while the other takes all communications cables. Hinged doors let you into each compartment. Designed to U.L. and C.S.A. standards.



The Powerbeam Trestle Support brings on yet another medley of benefits. Shipped unattached to the Powerbeam or desk top, it makes for more compact, less expensive, freight. In the office it lets designers carry one look throughout a department: from typists to top brass. It's stable, a snap to install and simple to clean beneath. The feet, hub and bellows are all in Kintone, while the tubular steel legs come in 20 Kinkote colors.



The Kinetics Desk Pedestal offers an extra deep file drawer that's roomy enough for EDP printouts. There's also a box drawer and pencil drawer that reverses into an extra work surface. The welded steel case comes in a choice of 20 Kinkote colours.

Kinetics Furniture
110 Carrier Drive
Rexdale, Ontario
Canada M9W 5R1
Tel: (416) 675-4300
Telex: 069 89621

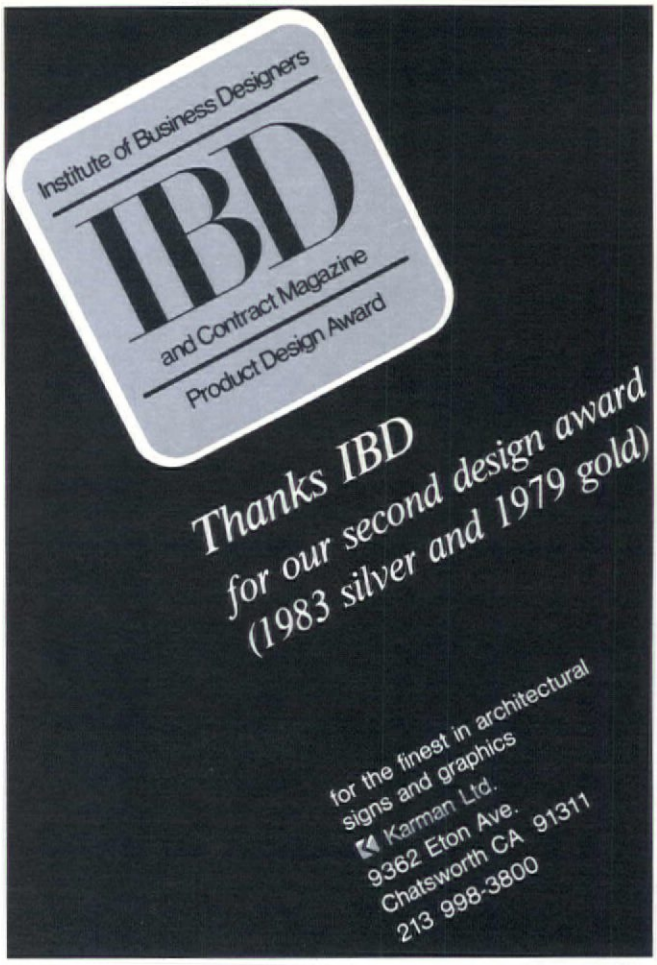
Designers Saturday
150 East 58th Street
Suite 708
New York

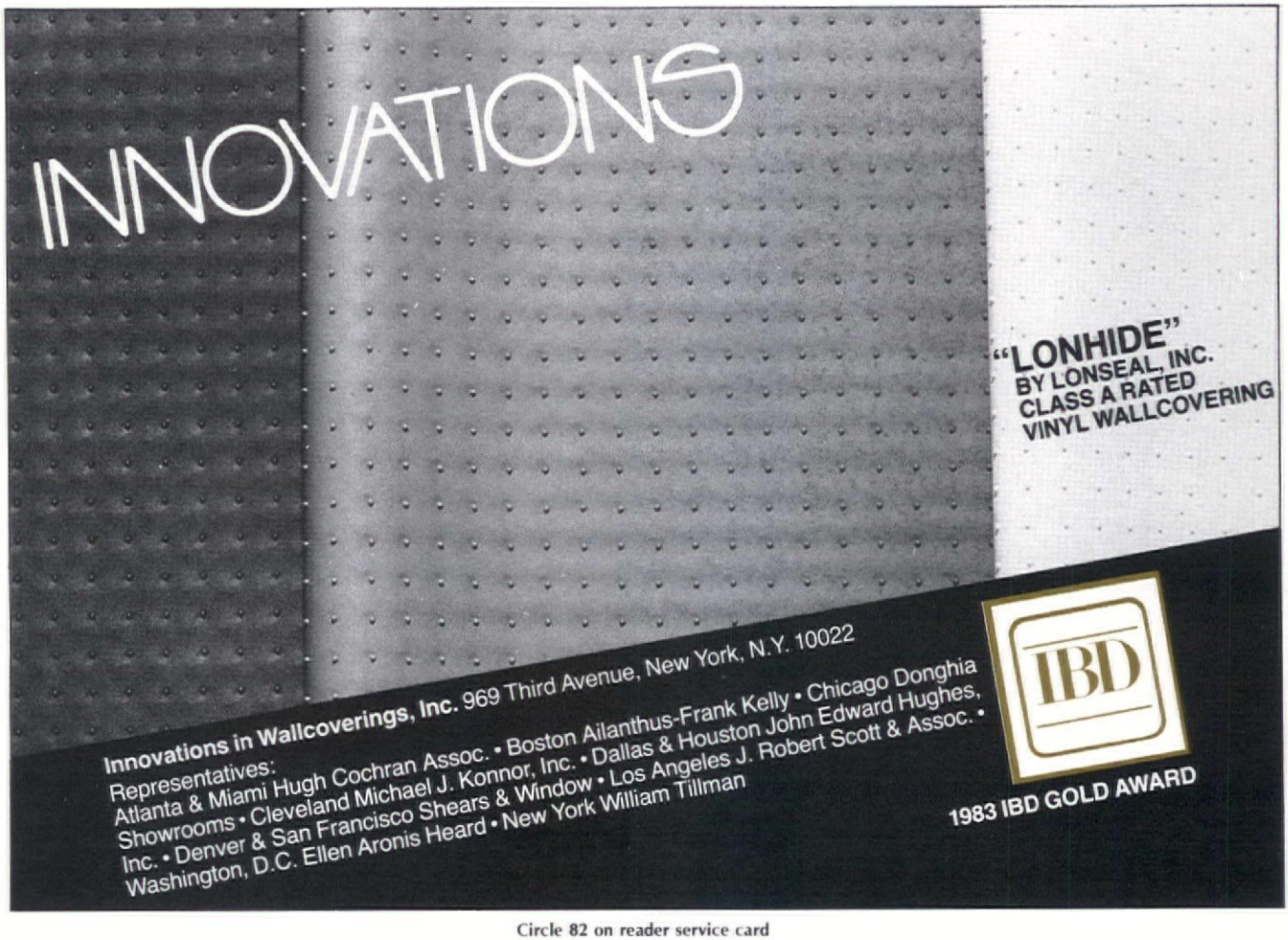
The Kinetics Desk, designed by Paolo Favaretto with Jim Hayward.

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Product Design Award

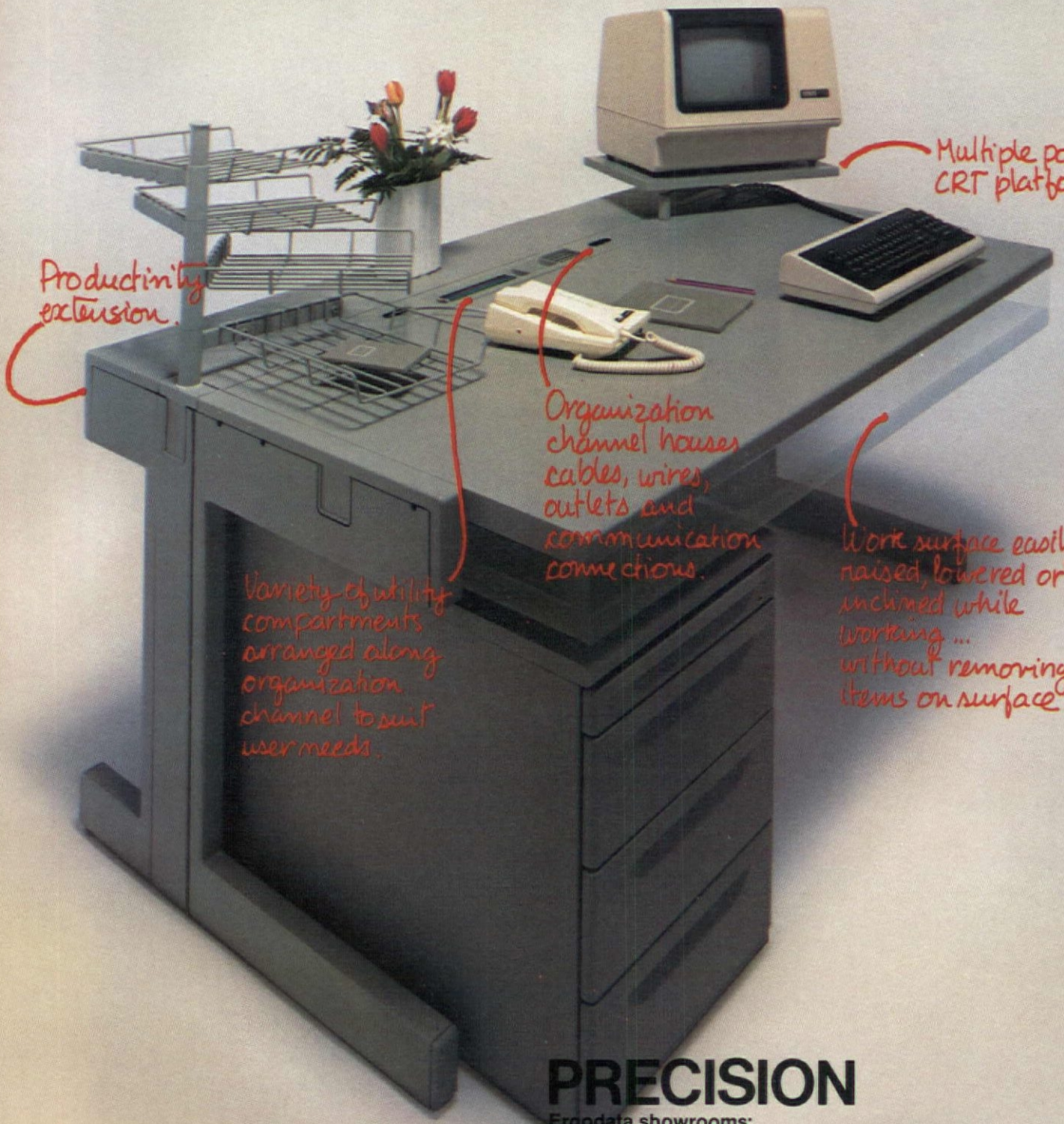
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FIXTURE FLIP SEAT IS BEST OF SHOW IN 15th IBD/CONTRACT MAGAZINE PRODUCT DESIGN COMPETITION

- More than 300 entries set record as awards recognize and reward good contract product design

- Plus, results of latest IBD membership survey reveal new trend in industrial work

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award



Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Judges Flip Over Flip Seat In IBD/CONTRACT Magazine Product Design Competition

Fixtures Furniture takes best of show award for second time; latest IBD membership survey uncovers recent business, member trends



Jurists in the 1983 IBD/CONTRACT Product Design Competition were (from l. to r.) Orlando Diaz-Azcuy, IBD, Gensler Associates, San Francisco; Katherine McCoy, national president, Industrial Design Society of America (IDSA) and partner, McCoy and McCoy, Bloomfield, Mich.; David F. Cooke, FIBD, past national president, IBD and vice president, Design Collective Inc., Columbus, Ohio; and Margaret McCurry, partner, Tigerman, Fugman, McCurry, Chicago.

For the second time in the 15-year history of the Institute of Business Designers/CONTRACT Magazine Product Design Competition, Fixtures Furniture has won a gold medallion for being Best of Competition, this year for its Flip Seat design. Selected by a discriminating panel of judges for a gold medallion in Category 22—New Special Innovation Product Solution, the Flip Seat was then chosen over all other winners for the singular Best of Competition award.

A total of 47 products won design awards this year. Ten gold, 17 silver, and 21 honorable mentions were distributed among a record-breaking list of entries numbering 312. That total is 6.5 percent higher than the number submitted in 1982, according to Eugene M. Daniels, FIBD, national president of IBD and president Counterpoint, Inc., Knoxville, Tenn.

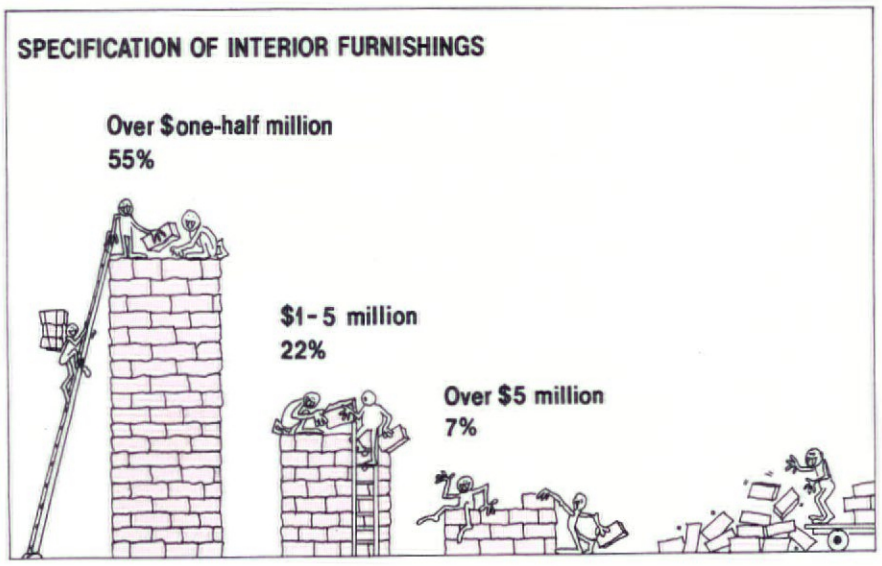
Hard deliberation by judges

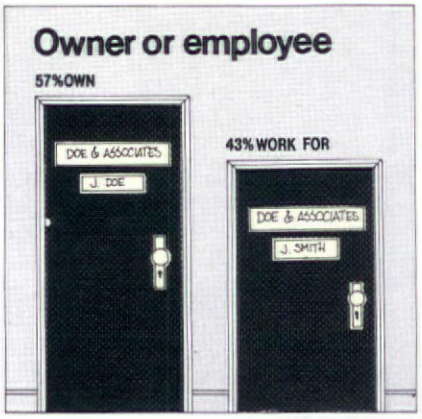
"The judges labored hard, spent long hours deliberating over each entry," says Daniels, "and came up with a list of winners that are deserving in every sense of the word. Only seven categories were not awarded this year, compared to 10 in 1982. We are in hopes that all categories will receive awards next year so that increasingly more good design can be rewarded with recognition by design professionals."

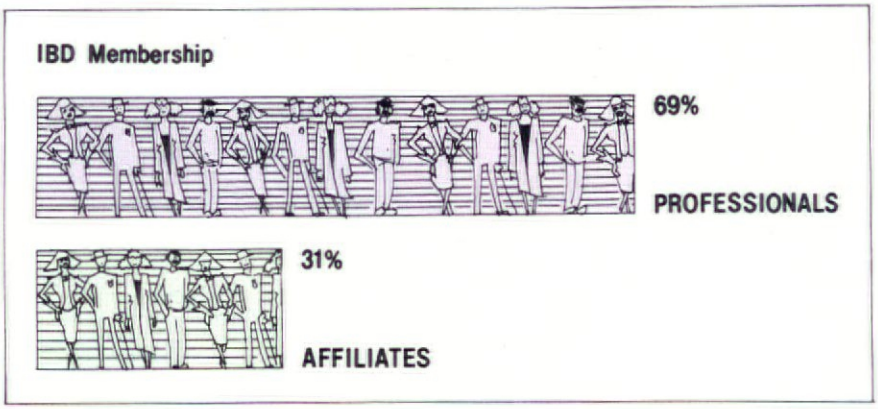
Representatives of winning companies and their product designers were honored at a special awards cocktail reception and presentation ceremony on Friday night of Designer's Saturday, October 14. IBD will show the slide presentation at special events all over the country during the next year.

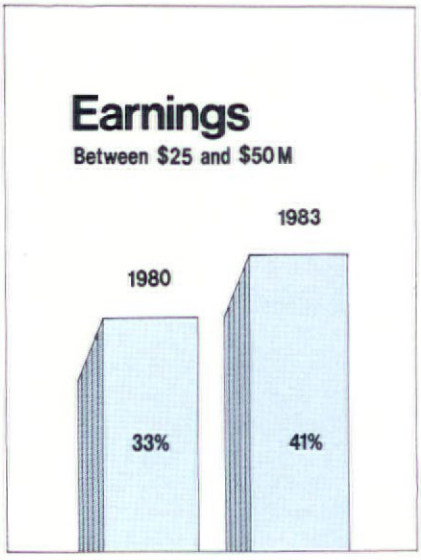
This year's jurists were Orlando Diaz-Azcuy, IBD, Gensler Associates, San Francisco, Calif.; Katherine McCoy, national president, Industrial Design Society of America (IDSA) and partner, McCoy and McCoy, Bloomfield, Mich.; Margaret McCurry, AIA, partner, Tigerman, Fugman and McCurry, Chicago; and David F. Cooke, FIBD, past national president

Charts by Richard Zoehrer









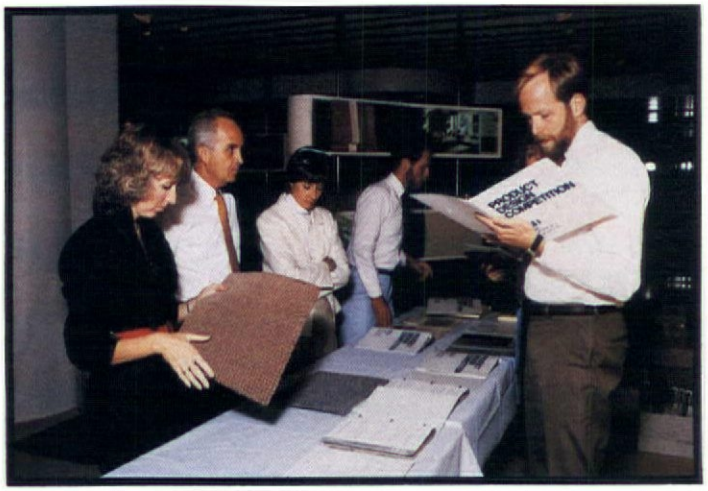
IBD and vice president of the Columbus, Ohio space planning firm, Design Collective Inc.

Simultaneously, as competition winners were announced, the Institute released results of its current national survey of professional members. This survey comes three years after the group's earlier member poll in 1980. It reveals that while the prime market for business interior designers is still the office, the demand for professional services by banks and healthcare organizations has increased dramatically since 1980.

Of IBD's members responding to the survey, 66 percent indicated they worked on banking and financial industry projects, compared to 43 percent in the 1980 survey. Healthcare work showed an increase to 53 percent from 35 percent.

Industrial work grows

Emerging as a new category of professional design endeavor was "Industrial," listed this year for the first time on the survey. An impressive 31 percent of responding IBD member firms perform design and specification work in light industry factories, high-technology firms, and industrial laboratories.



IBD/CONTRACT Product Design Competition judges selected 47 products for awards this year, including 10 gold, 17 silver, and 21 honorable mentions. Representatives of winning companies and their product designers were honored at a special cocktail reception.



Shown evaluating one of the product categories in the 1983 IBD/CONTRACT Product Design Competition are jurors (l. to r.) McCoy, Azcuy, McCurry, and Cooke. Karen Guenther, IBD vice president, programs (far right) supervised the judging of over 300 entries, representing a 6.5 percent increase in participants from 1982.

Commenting on the fact that survey figures disclosed office design projects were completed by 92 percent of members, up from 82 percent in 1980, Daniels says, "Corporations . . . are investing (in interiors) to attract customers, to help in recruitment of employees, and to increase worker productivity, not to mention comfort, health, and general wellbeing. Many IBD designers report that corporations are able to do this with reduced square footage."

Education/library design work was completed by 37 percent, up from 25 percent of members responding to the earlier poll. Government work jumped to 36 percent from 24 percent and religious facilities increased to 29 from 11 percent in 1980. Sixty-nine percent of respondents to the survey were professional members, meaning they have worked in contract design, have extensive educational and professional experience, and hold certification of having passed a rigorous national competency exam. Thirty-one percent of respondents were affiliate members, while 57 percent own their own firms or are managers of departments.

Dollar volume of furnishings specified by survey participants ranked as follows: 55 percent directed specification of between $500,000 and $1 million in interior furnishings in 1982. Twenty-two percent specified between $1 and $5 million; seven percent specified more than $5 million.

Professional credentials score high

Cited as the most important reason for being an IBD member in this year's survey were professional credentials. This was the case in 1980 as well.

Need for education to handle the growing complexity of the office design field was reflected in the survey, according to Margo Jones, IBD vice president, continuing education, and associate, Thompson, Ventulett, Stainback & Assoc., Atlanta. She points out that the survey indicated this year that continuing education is the second most important reason for joining IBD. Of respondents, 86 percent indicated continuing education was a motivation to join. In 1980, this reason was ranked third, cited by some 48 percent of respondents.

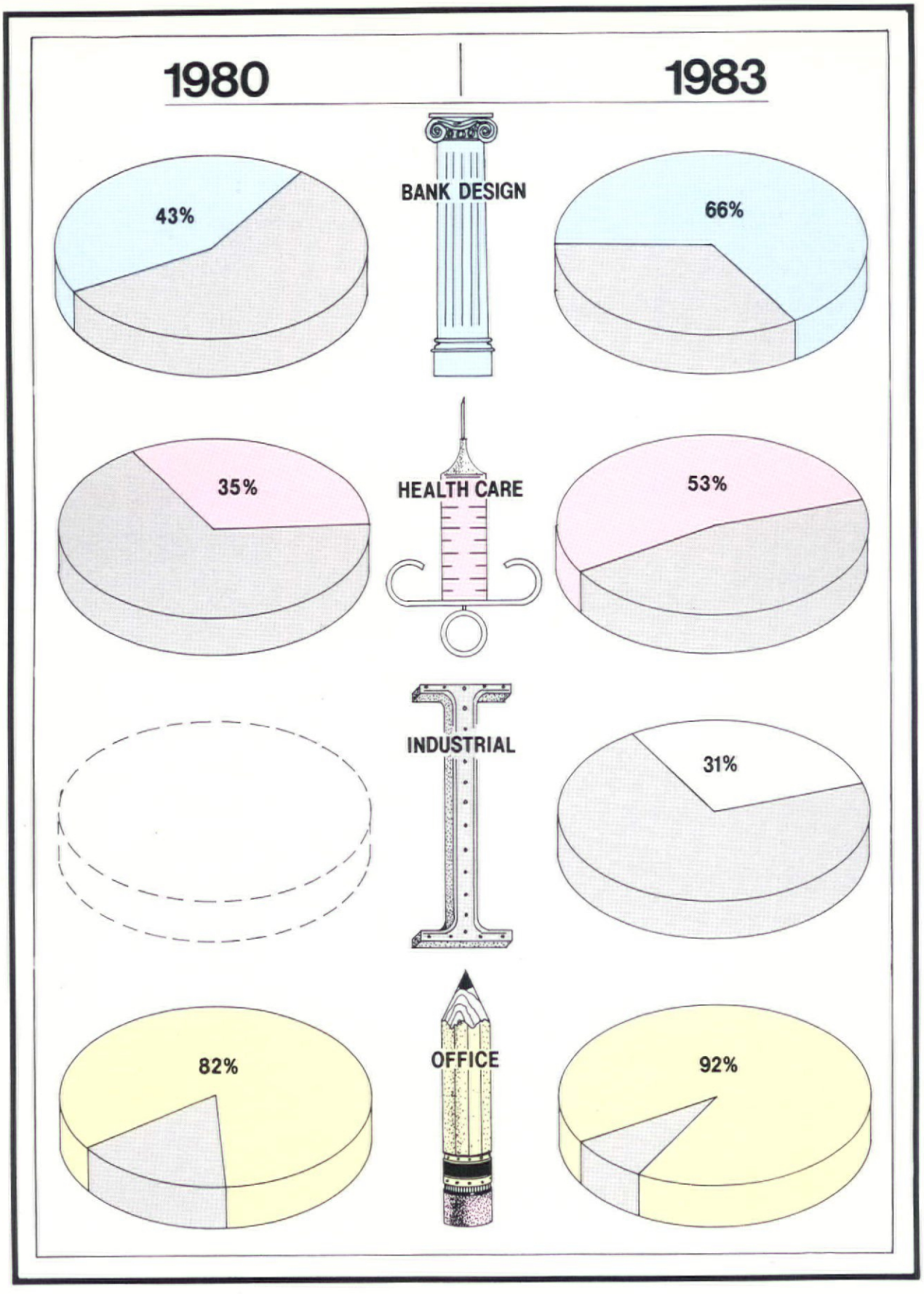
The next most important motivation for joining the organization was indicated as being ". . . the professionalism involved in local chapter activities." This factor was cited by 75 percent of respondents, versus 32 percent in 1980.

A comparison of earnings of IBD members responding to both surveys shows that eight percent more designers now earn between $25,000 and $50,000 this year—or, 41 percent of respondents in 1983, versus 33 percent of 1980 participants in the survey.

Of all respondents, 68 percent spend all of their working time on commercial projects, while 10 percent devote 80 percent of their time to contract work.

Hourly rates for billing are used by 60 percent of IBD members; 23 percent prefer to bill as a percentage of total project costs; while cost-per-sq.-ft. is the basis of billing for 13 percent of respondents. A variety of other approaches, including fixed fee, are used by 14 percent of IBD members.

Comparisons between this year's survey and the 1980 member poll are demonstrated in charts on these pages. Look for winners of the CONTRACT/IBD 1983 product design competition on the pages following this report. □



The prime market for business interior designers is the office, according to recently released results of an IBD member poll. However, demand for professional interior services by banking and healthcare sectors has increased dramatically since 1980, the year of the previous survey of institute members. A new category listed in this year's poll, Industrial, shows that 31 percent of members are completing design and specification work in light industry factories, high-tech firms, and industrial labs. Figures represent the percentage of respondents who have completed work in various project areas in 1983 compared to earlier poll results from 1980.



1983 COMPETITION AWARDS

BEST OF COMPETITION
Gold Award: Fixtures Furniture

CASEGOODS
Silver Award: Fantoni USA

TABLES
Silver Award: Frost Design
Silver Award: Knoll International
Honorable Mention: Gayeski Furniture Inc.
Honorable Mention: ICF Inc.
Honorable Mention: Knoll International

SYSTEMS
Gold Award: Krueger
Silver Award: Kinetics Furniture
Silver Award: Harvey Probber Inc.
Honorable Mention: Precision Manufacturing Company

COMPUTER SUPPORT FURNITURE
Silver Award: Knoll International

PORTABLE LAMPS
Silver Award: Mary Street Studio

LIGHTING
Gold Award: Lightron-of-Cornwall Inc.
Silver Award: Boyd Lighting Company

CHAIRS
Silver Award: Metropolitan Furniture Corporation
Silver Award: Knoll International
Honorable Mention: Beylerian Ltd.
Honorable Mention: Krueger
Honorable Mention: Harvey Probber Inc.
Honorable Mention: Stendig Inc.

LOUNGE FURNITURE
Silver Award: Glassform Industries
Silver Award: Stanley Jay Friedman
Honorable Mention: Metropolitan Furniture Corporation

UPHOLSTERY FABRIC
Gold Award: Groundworks Inc.
Gold Award: Knoll Textiles
Silver Award: Design Tex Fabrics Inc.
Silver Award: Unika-Vaev USA
Honorable Mention: Design Tex Fabrics Inc.
Honorable Mention: Wall-Pride International
Honorable Mention: Ametex Contract Fabrics
Honorable Mention: Unika-Vaev USA

OTHER FABRICS
Silver Award: Design Tex Fabrics Inc.
Honorable Mention: Lazarus Contract

CARPETS & RUGS
Gold Award: Top Grade/Scantuft
Gold Award: V'Soske
Honorable Mention: Top Grade Inc.
Honorable Mention: The Harbinger Company
Honorable Mention: Edward Fields Inc.

WALLCOVERINGS
Gold Award: Design Tex Fabrics Inc.
Gold Award: Innovations Inc.
Honorable Mention: Innovations Inc.

DESK & OFFICE ACCESSORIES
Honorable Mention: Smith Metal Arts

VISUAL COMMUNICATIONS/SIGNAGE
Silver Award: Karman Ltd.

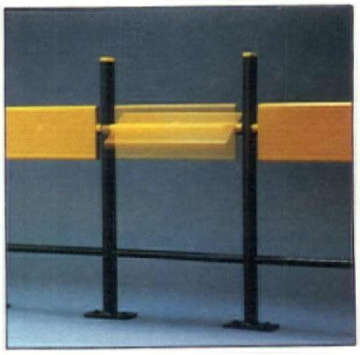
SPECIAL INNOVATIVE PRODUCT SOLUTION
Gold Award: Fixtures Furniture
Silver Award: Click Systems Inc.
Honorable Mention: Westnofa USA Inc.
Honorable Mention: Environmental Enhancement Inc.

BEST OF COMPETITION



BEST OF COMPETITION
Fixtures Furniture for Flip Seat. Designed by David Goodwin.
Circle No. 200.

"Appropriate anywhere. Appears to be indestructable. Expands capabilities of designer when dealing with a public installation."



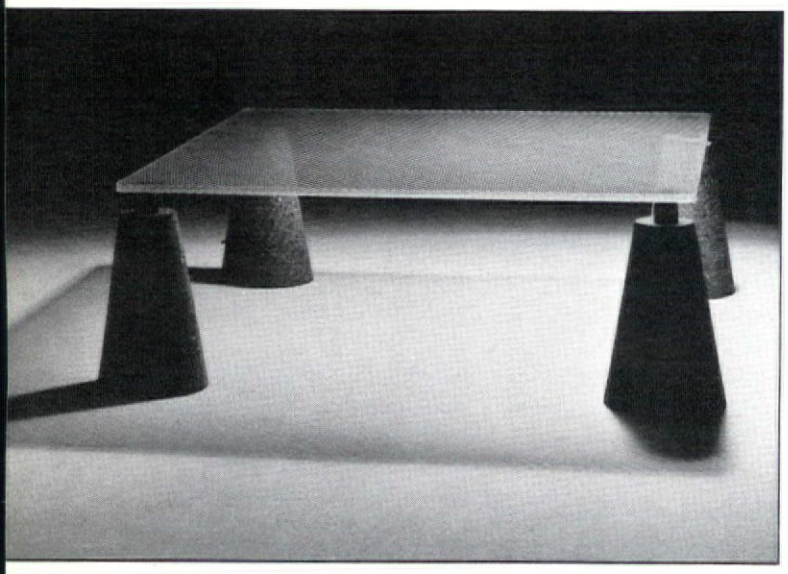
CASEGOODS

Silver Award
Fantoni USA for DS Collection. Designed by Signori Broggi & Buckhard.
Circle No. 201.

"Very handsome solution for the executive office. Good way to handle coats. Highly innovative use of a traditional material through tambour door."



TABLES



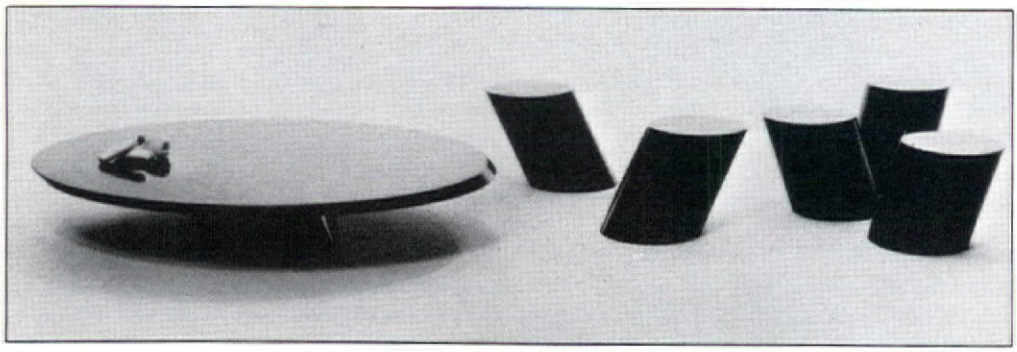
Silver Award
Frost Design for Pina Gamba Tables. Designed by Geoffrey Frost. **Circle No. 202.**

"I like the reveal at the top and leg connection."



Honorable Mention
Gayeski Furniture Inc. for Elevation table. Designed by Frank Gayeski and Marlene Andrich. **Circle No. 204.**

"Fine leg and base detail. Finish options fill voids in current market offerings."

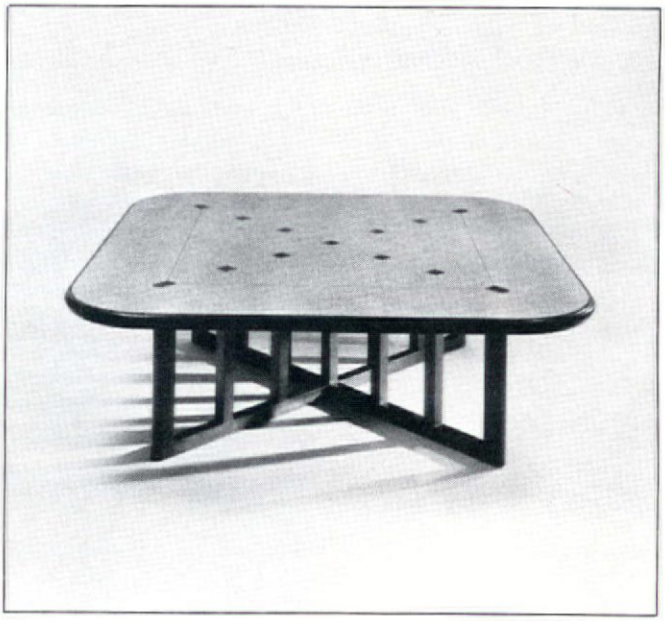


Silver Award
Knoll International for Lucia Mercer tables. Designed by Lucia Mercer. **Circle No. 203.**

"This design defies gravity. Once again, less is more."

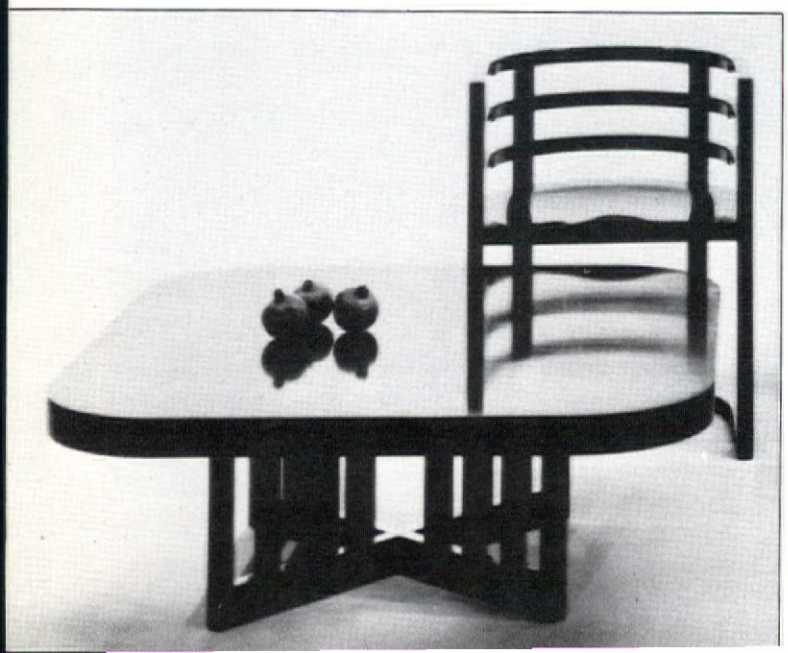
Honorable Mention
Knoll International for Richard Meier Collection. Designed by Richard Meier. **Circle No. 206.**

"Designed in the Hoffman tradition, but has a fresh look. Fine scale."



Honorable Mention
ICF Inc. for de Menil tables. Designed by Gwathmey Siegel & Associates. **Circle No. 205.**

"Design in fine furniture tradition. Nice interpretation of fine wood and graphic detailing."



SYSTEMS

Gold Award

Krueger for COM Office Furniture System. Designed by Francesco Frascaroli. **Circle No. 207.**

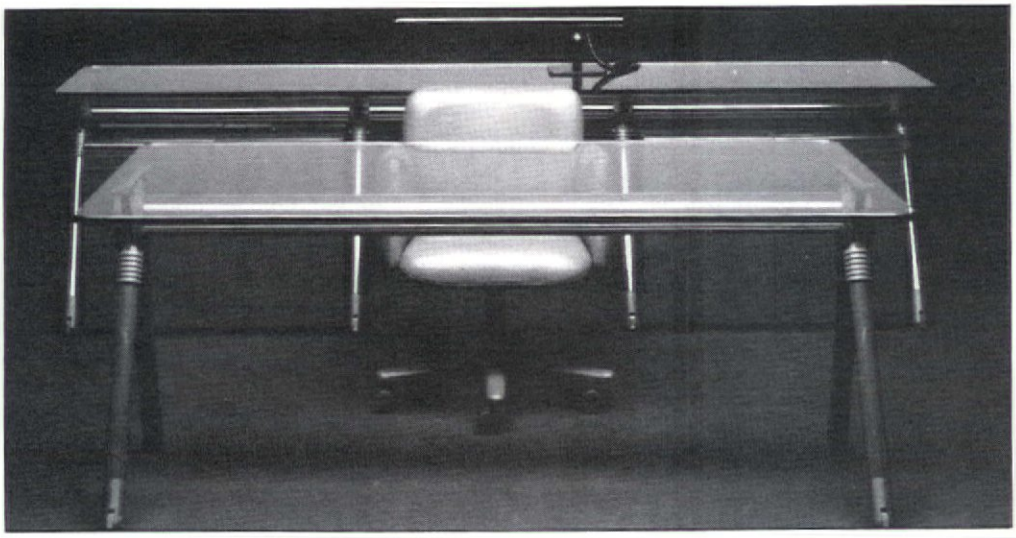
"This design is sincere. Juxtaposition of pedestal and leg is well detailed."



Silver Award

Kinetics Furniture for The Kinetics Desk. Designed by Paolo Favaretto with James Hayward. **Circle No. 208.**

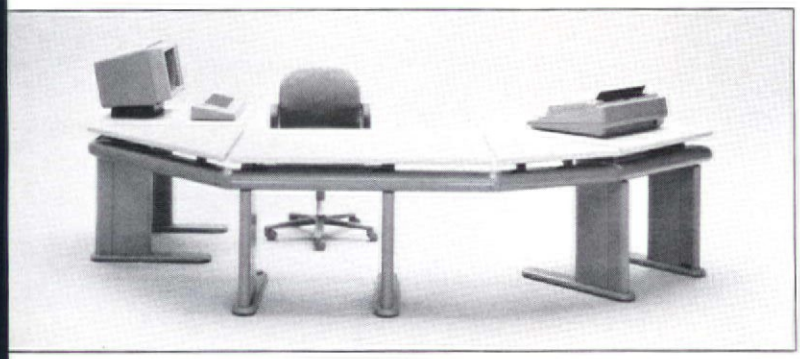
"Wood is well integrated with a highly industrial, very technical look."



Honorable Mention

Precision Manufacturing Company for Ergodata. Designed by Urs Bachmann. **Circle No. 210.**

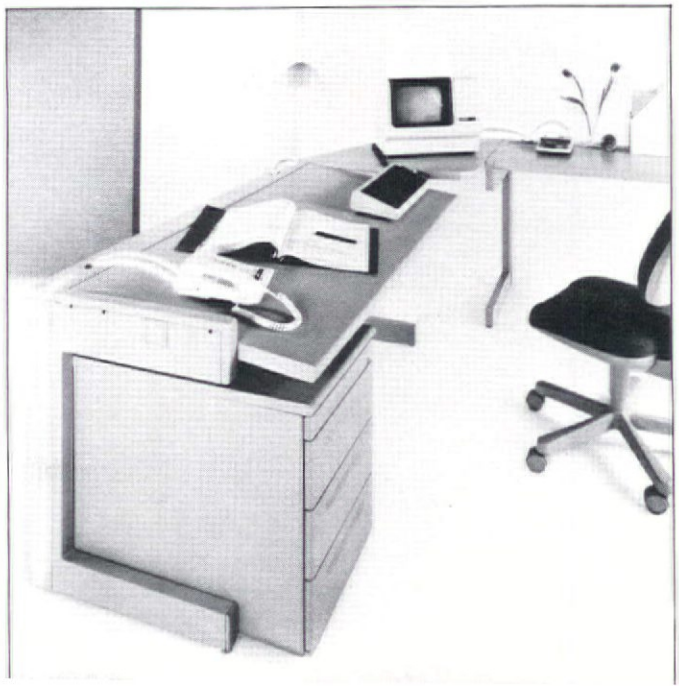
"Pastel colors really help to soften... appearance. System configures nicely."



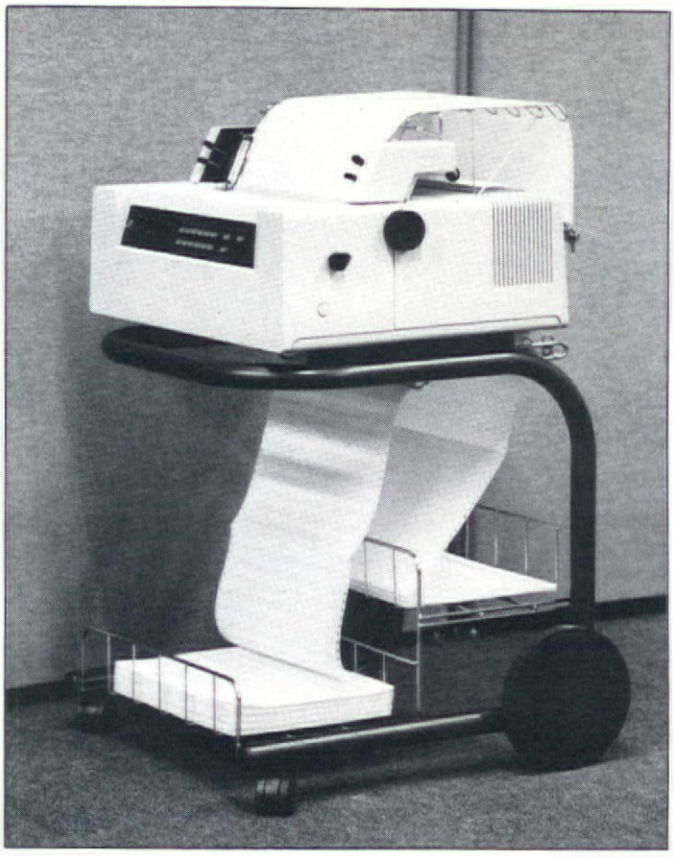
Silver Award

Harvey Probber Inc. for Activity Center Modules (ACM). Designed by Professor Karl Kittert. **Circle No. 209.**

"Especially nice is the emphasis and visual focus on the wiring."



COMPUTER SUPPORT FURNITURE



Silver Award
Knoll International for Rolling Printer Cart. Designed by Bill Stephens. **Circle No. 211.**

"The cart is a treasure. This is an unobtrusive, very well designed, and handsome solution."

PORTABLE LAMPS



Silver Award
Mary Street Studio for The Light. Designed by Charlie Schreiner. **Circle No. 212.**

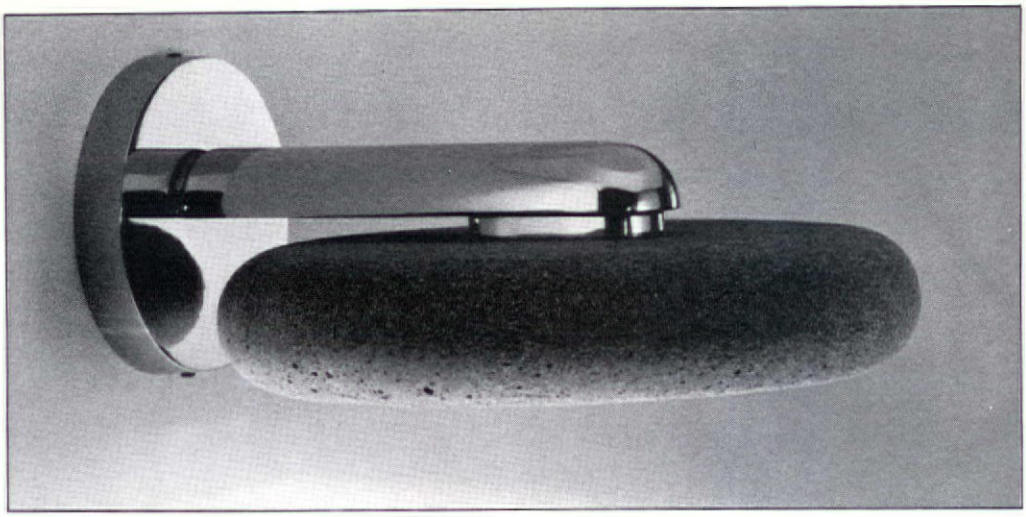
"Wonderful shape. Minimal, inexpensive, very innovative."

LIGHTING



Gold Award
Lightron-of-Cornwall Inc. for Lighting Fixtures. Designed by Joel Ettinger, Amie Gross, Randy Stultz, and Mark Zeff, Walker/Group Inc. & David A. Mintz Inc. **Circle No. 213.**

"I would specify this. Its design makes something elegant of that which is usually so mundane."



Silver Award
Boyd Lighting Company for Pfister Wall Bracket. Designed by Charles Pfister. **Circle No. 214.**

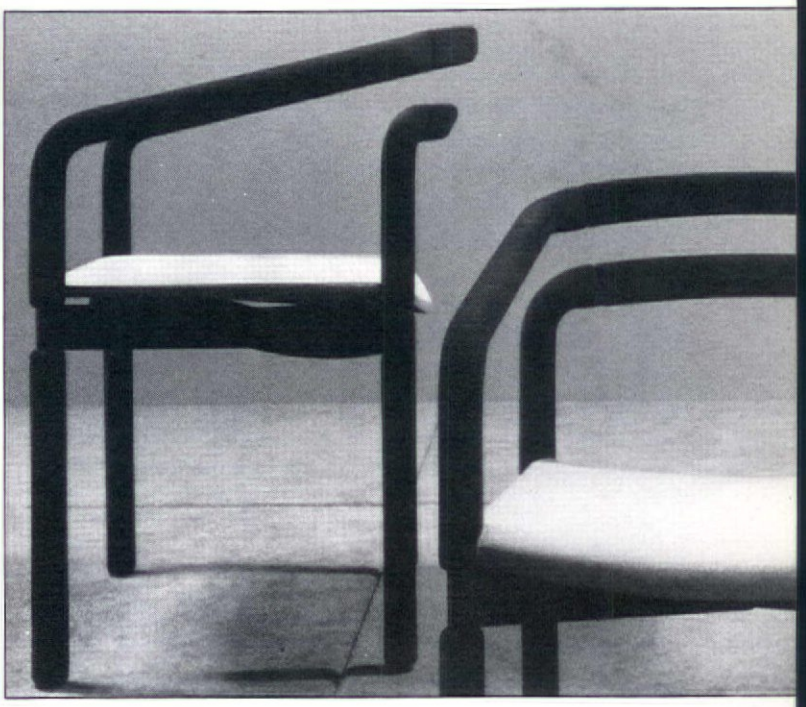
"This is a beautiful piece of art. Very innovative mix of materials."

CHAIRS

Silver Award
Knoll International for Riart Rocker. Designed by Carlos Riart. **Circle No. 216.**

"This appears to have the finesse of Japanese or Viennese influence."



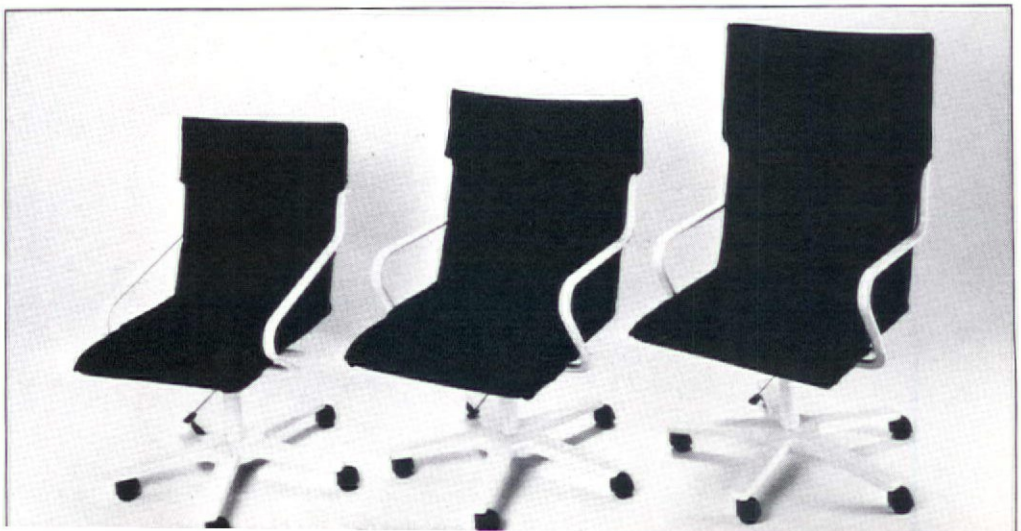


Silver Award
Metropolitan Furniture Corporation for The Rubber Chair. Designed by Brian Kane. **Circle No. 215.**

"Totally flexible frame is a tremendous innovation in seating. Ability to replace parts on site is an asset."

Honorable Mention
Beylerian Limited for Dress Chair. Designed by Pierluigi Molinari. **Circle No. 217.**

"Product should be recognized for its construction concept and upholstery details."







Honorable Mention
Krueger for Vertebra Systems Seating. Designed by Emilio Ambasz and Giancarlo Piretti. **Circle No. 218.**

"We recognize the successful evolution of this chair line. Of particular interest is the detail on stacking chair base."

Honorable Mention
Harvey Probber Inc. for The Bitsch Chair. Designed by Professor Hans Ullrich Bitsch. **Circle No. 219.**

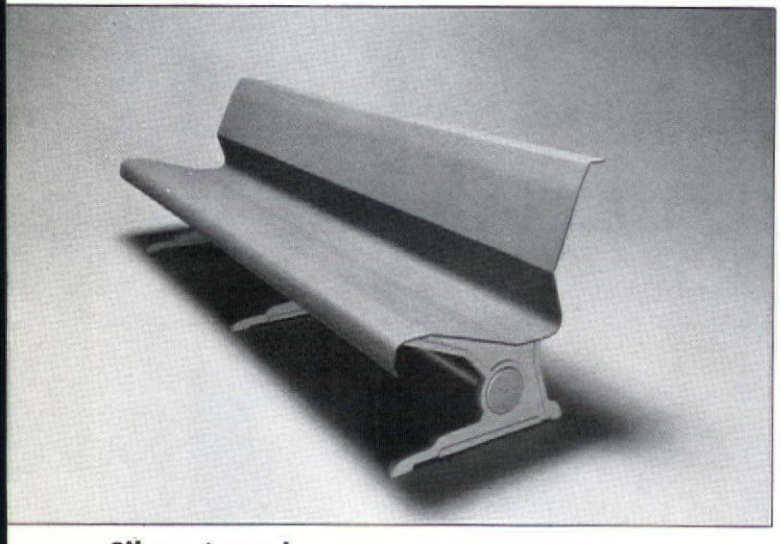
"High technology solution to seating. I like the minimal connection of seat to base—nice tension created."



Honorable Mention
Stendig Inc. for Kita Side Chair and Armchair. Designed by Toshiyuki Kita. **Circle No. 220.**

"Chair has a flair. This is an amusing, witty statement."

LOUNGE FURNITURE

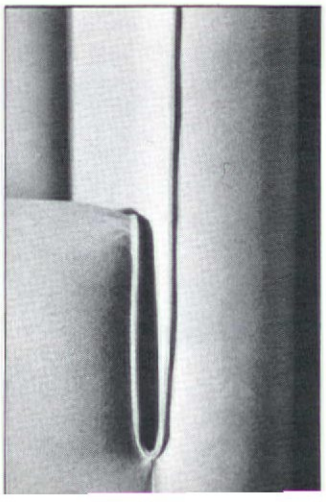


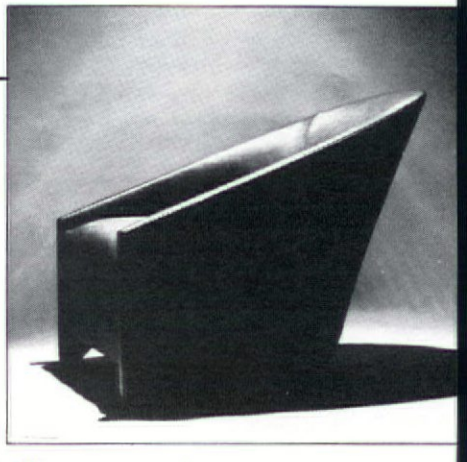
Silver Award
Glassform Industries for Indoor/Outdoor Bench. Designed by Stacy Dukes Design. **Circle No. 221.**

"Innovative mix of technologies. Design gets its expression from the manufacturing process."

Honorable Mention
Metropolitan Furniture Corporation for Inverness. Designed by Brian Kane. **Circle No. 223.**

"Very nice scale. Beautiful details. So minimal."

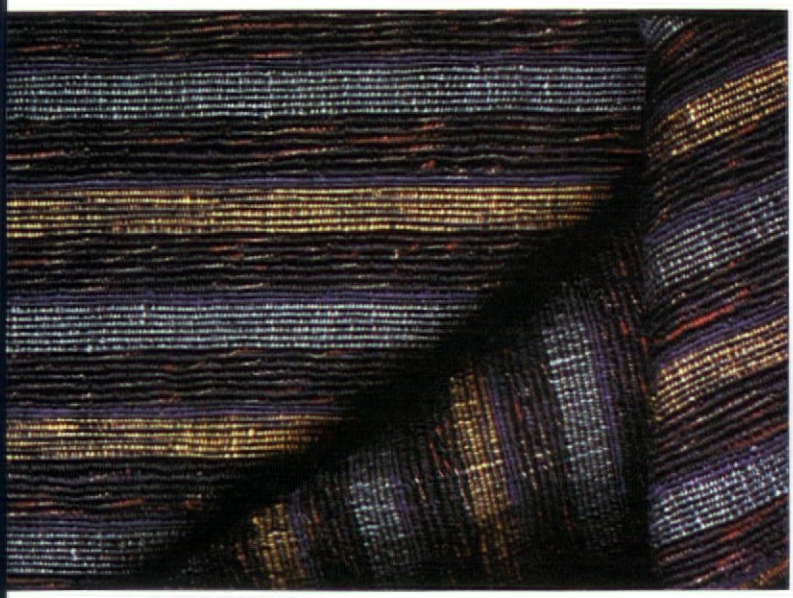




Silver Award
Stanley Jay Friedman for Armchair. Designed by Stanley Jay Friedman. **Circle No. 222.**

"Seating represents an incredible use of imagination. Pieces have great profiles."

UPHOLSTERY FABRIC





Gold Award

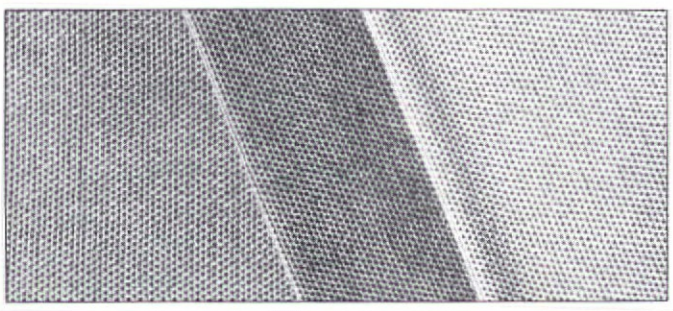
Groundworks Inc. for Upholstery Fabric. Designed by Patricia Green.
Circle No. 224.

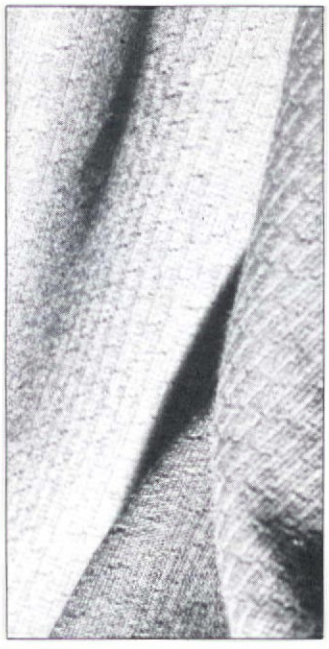
"This is a terrific idea. Very elegant texture. I like the concept of dark neutrals."

Silver Award

Design Tex Fabrics Inc. for Armor Cloth. Design by Hazel Siegel. **Circle No. 226.**

"High technology comes to fabrics. Looks like it will wear extremely well."





Gold Award

Knoll Textiles for Jhane Barnes Textile Collection. Designed by Jhane Barnes.
Circle No. 225.

"Wonderful, incredible variation in colors. I could wear this. Very strong collection with great diversity and variety."

Silver Award

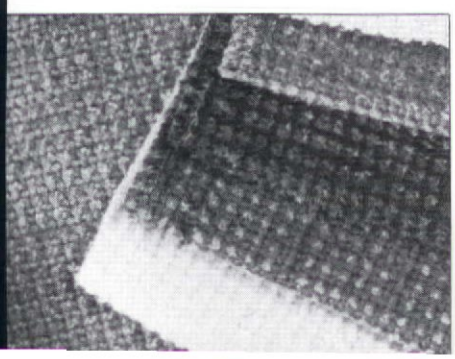
Unika-Vaev USA for Laser. Designed by Sina Pearson.
Circle No. 227.

"There is an electric, pulsating quality to the color. This stands up as a graphic design, too."

Honorable Mention

Design Tex Fabrics Inc. for Wool Andes. Designed by Hazel Siegel. **Circle No. 228.**

"Very nice qualities and colors for the price point."





Honorable Mention

Wall-Pride International for Kaleidoscope. Designed by Stuart Teitelbaum.
Circle No. 229.

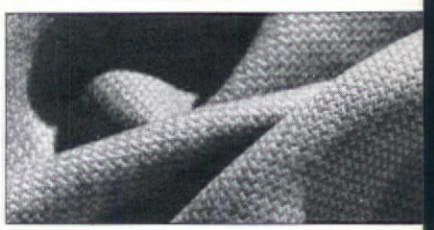
"This is a very handsome fabric."

Honorable Mention

Ametex Contract Fabrics for Upholstery/Wallcovering. Designed by Ametex design staff.
Circle No. 230.

"This is a wonderful, heavy-duty fabric."



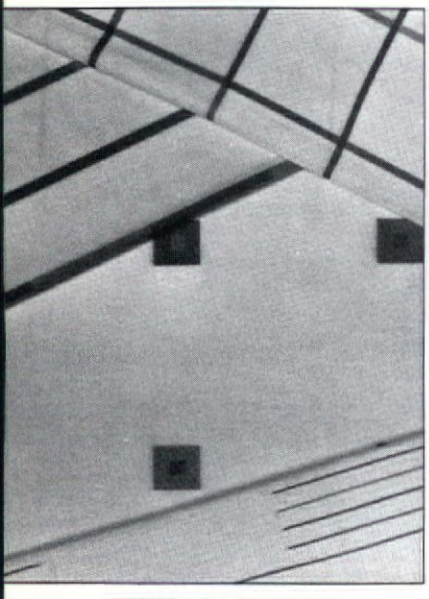


Honorable Mention

Unika-Vaev USA for Waterford. Designed by Sina Pearson. **Circle No. 231.**

"Very nice three-dimensional qualities. The colors are worked out very successfully."

OTHER FABRICS

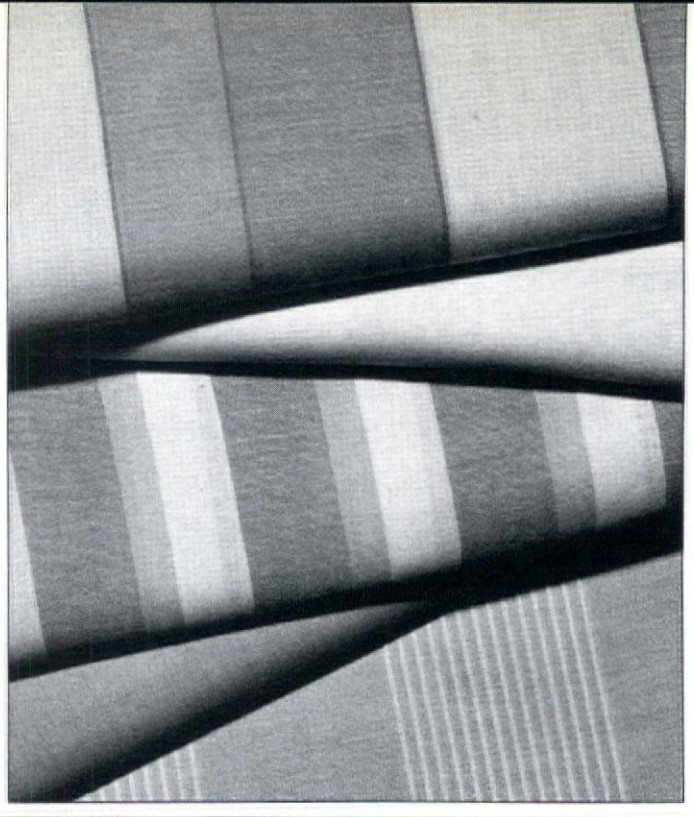


Silver Award
Design Tex Fabrics Inc. for Classic Woolens. Designed by Hazel Siegel. **Circle No. 232.**

"Has a great deal of sophistication. Very handsome collection."

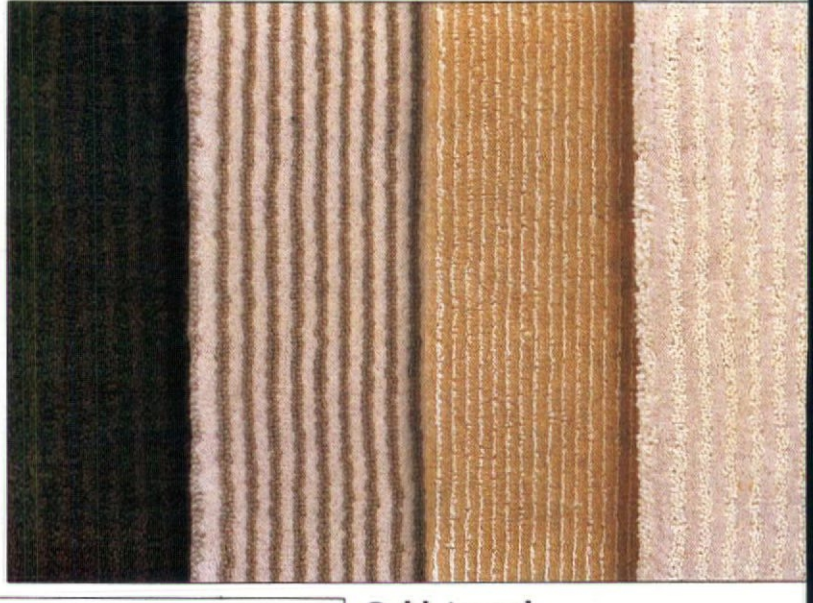
Honorable Mention
Lazarus Contract for Klip Kube Kollection. Designed by Lazarus Contract design team. **Circle No. 233.**

"Fabrics are very innovative in the healthcare area."



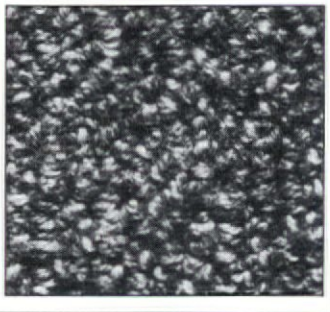
CARPETS & RUGS





Gold Award
Top Grade/Scantuft for Jutland Collection Contract carpets. Designed by in-house team. **Circle No. 234.**

"You can design anything with this carper collection. Subtlety of colors is of special note."



Honorable Mention
Edward Fields Inc. for Soft Rock. Designed by Edward Goldberg. **Circle No. 238.**

"Innovative approach to designing a pattern. Stone is good source for the form."

Gold Award
V'Soske for Stripes. Designed by Roger McDonald and Doug V'Soske. **Circle No. 235.**

"Wonderful feel. This is gorgeous. It is very luxurious, like fur."

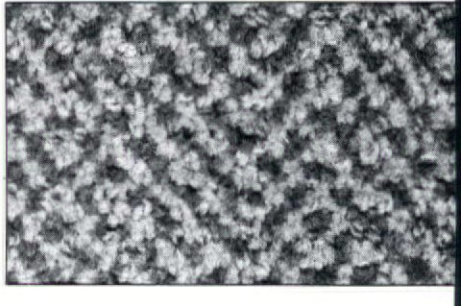


Honorable Mention
Top Grade Inc. for Concourse. Designed by in-house team. **Circle No. 236.**

"Terrific for computer installations. Good alternative to tile."

Honorable Mention
The Harbinger Company Inc. for Rectilinear. Designed by Dr. Robert S. Weiner and Flori P. Zink. **Circle No. 237.**

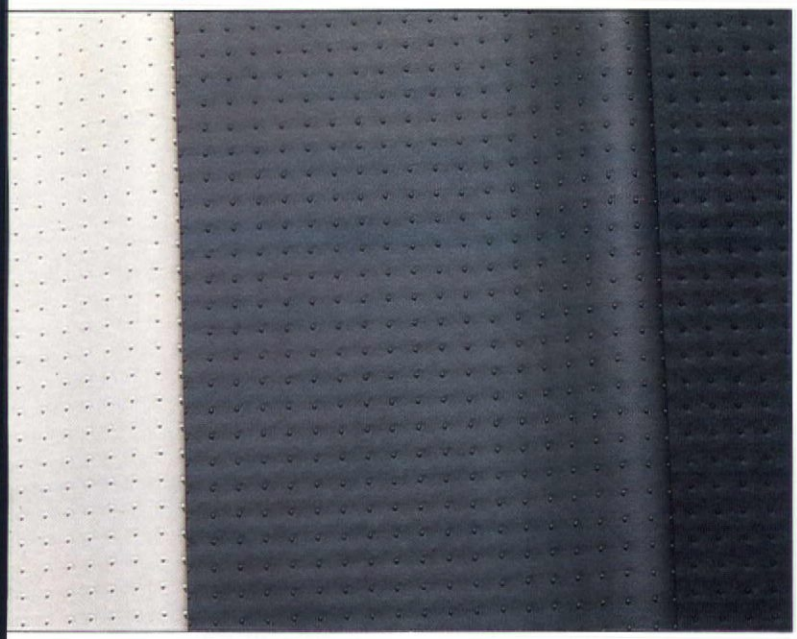
"Construction technique is very innovative."



WALLCOVERINGS

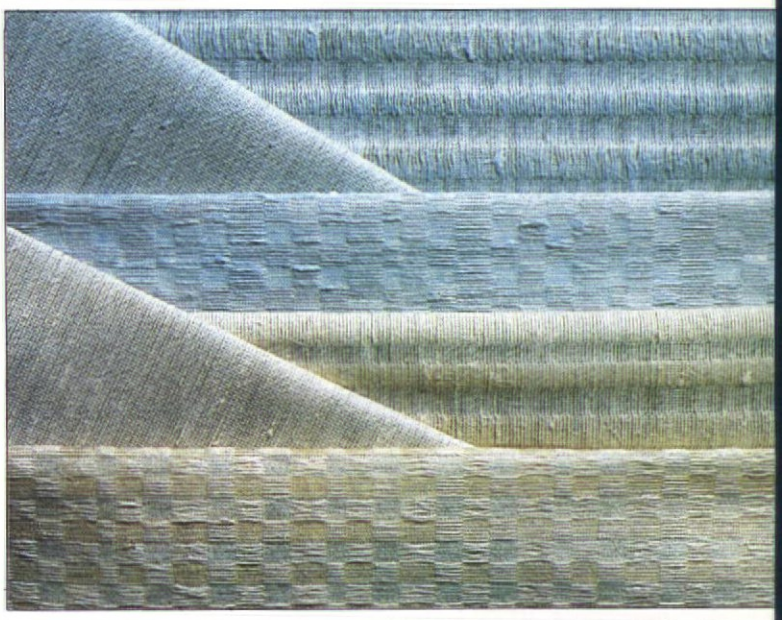
Gold Award
Innovations Inc. for Lonhide. Designed by Lonseal Design Studio. **Circle No. 240.**

"Looks like upholstered satin. Also looks tough and durable. Terrific."



Gold Award
Design Tex Fabrics Inc., for Mirage Series. Designed by Design Tex Studios.
Circle No. 239.

"Very fine option for office designers. Stripes and colors are beautiful."

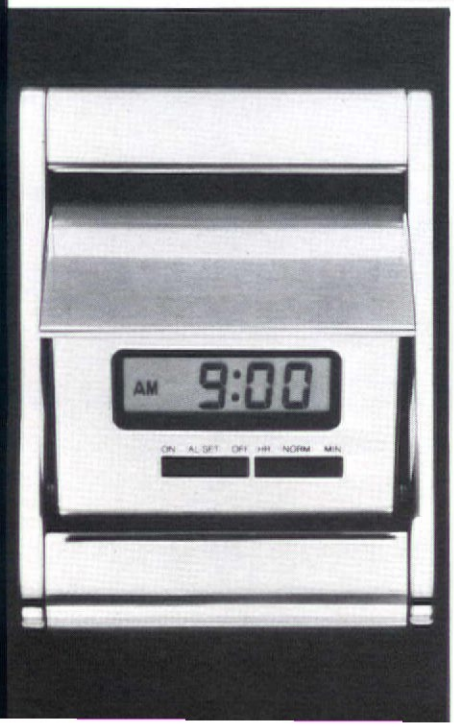


Honorable Mention
Innovations Inc. for Lonrib. Designed by Patty Madden.
Circle No. 241.

"Wonderful material. Tremendous idea for problem walls."



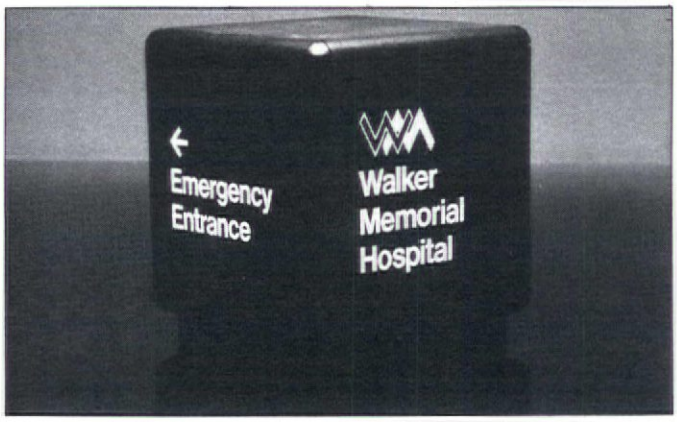
DESK & OFFICE ACCESSORIES



Honorable Mention
Smith Metal Arts for Radius Two LCD clock. Designed by William Sklaroff.
Circle No. 242.

"An attractive object."

SIGNAGE

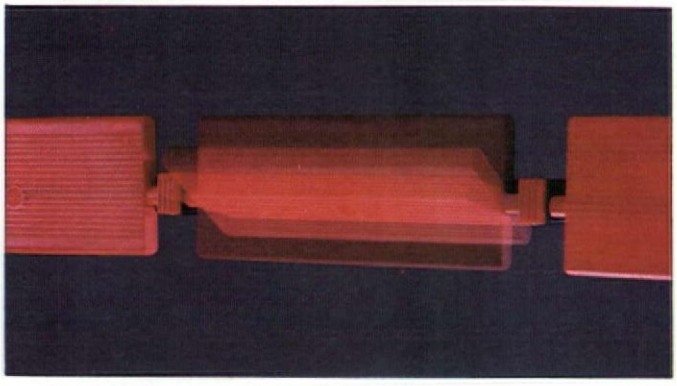


Silver Award
Karman Ltd. for extrusion for sign cube and post/panel. Designed by Andrew Cooper.
Circle No. 243.

"Relates to today's furniture designs. Prefabricated system provides good flexibility and cost-effective design."

SPECIAL INNOVATIVE PRODUCT SOLUTION





Gold Award
Best of Competition

Fixtures Furniture for Flip Seat. Designed by David Goodwin. **Circle No. 200.**

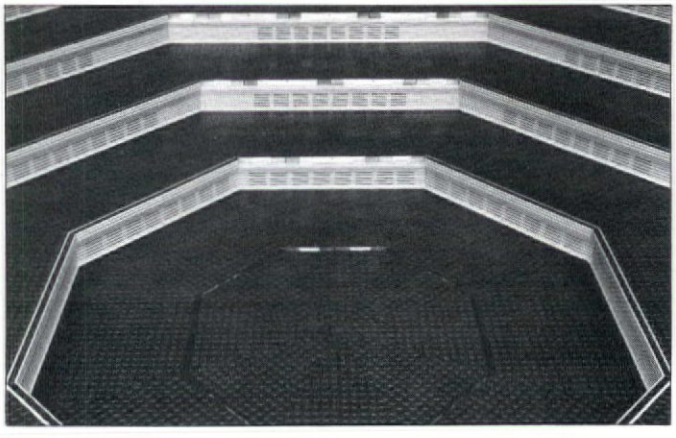
"Simplistic and versatile. This will help people deal with public situations."

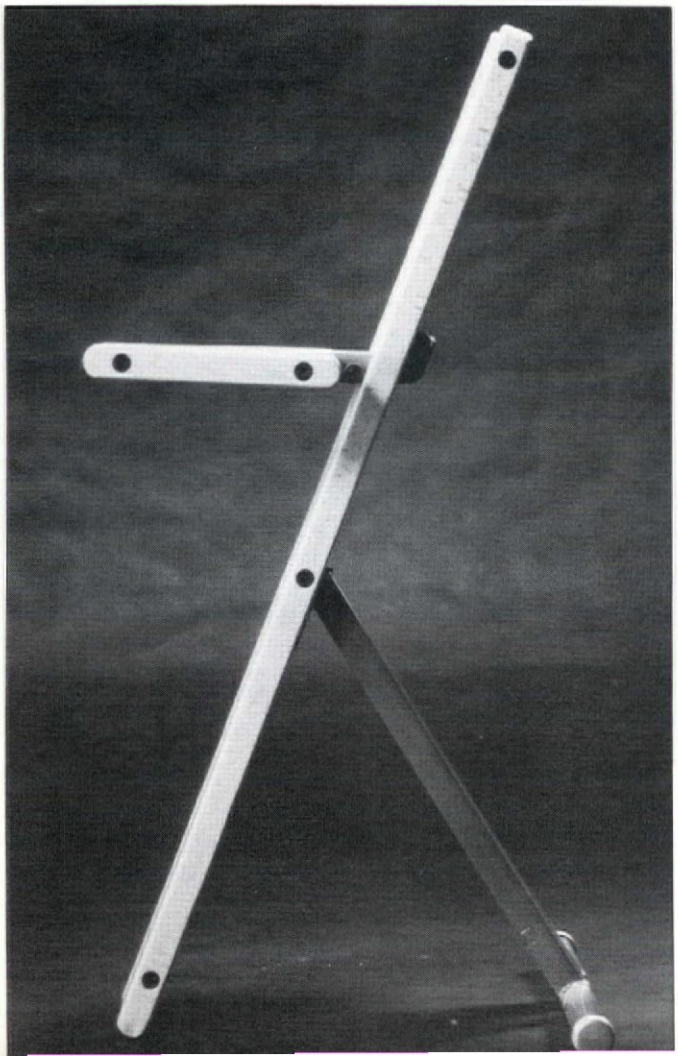
Silver Award

Click Systems Inc. for Click System. Designed by Christopher Sykes. **Circle No. 244.**

"This can be every type of furniture the designer wants. This is fun."







Honorable Mention

Westnofa USA Inc. for LL Stool. Designed by Torstein Nilsen. **Circle No. 245.**

"I would like one for myself. We have avoided the word 'cute,' but this is 'cute.'"

Honorable Mention

Environmental Enhancement Inc. for Trading Pit. Designed by William R. Collier. **Circle No. 246.**

"Advances technology. There will be greater and increasing opportunities to use this."

Contract November 1983



EXECUTIVE BUYER EDITION

BONUS CIRCULATION TO
5,000 OFFICE MANAGERS &
FACILITY PLANNERS

OFFICE DESIGN INDUSTRY IN RAPID CHANGE

Socrates' admonition to his fellow human beings, "Know thyself," has been extended to the office furniture and design industry by the National Office Products Association (NOPA). Thus being forearmed, the industry will hopefully adjust to the changes that are now besetting it. Among those changes is an increase in the cost of office workplaces, thus narrowing the investment gap between industrial and office work environments; an expansion of market share for systems furniture and furnishings to 55 percent of sales by 1993; and an increase in the share of market for middle and budget grade furniture systems.

The article on NOPA's futures study at the front of this issue accompanies the following series of articles on office design, including the highly automated new Steelcase headquarters in Grand Rapids, Mich. Equally pertinent is an article on the American Society of Interior Designers' new subsidiary Designwrite, an under-$10,000 Computer Aided Design (CAD) system.

In every sense, new and exciting developments in the office design area occur with rapidity, challenging CONTRACT's editors to keep their fingers on industry change as it occurs. We hope you find useful this compendium of articles geared to help office design practitioners know themselves.—**THE EDITORS**

By **ROBERTA WALTON**
Managing Editor



10-YEAR GROWTH PROJECTION SPURS NEW STEELCASE HQ

Grand Rapids facility employs latest state-of-art technology in 'living laboratory' for furniture manufacturer

It cost $50 million, rises five stories high, spans 385,000 sq. ft. and employs the latest in state-of-art plant engineering, construction, and interior design techniques.

Opened last summer, the headquarters building for Steelcase is the latest but not the last construction endeavor of the contract industry's leading manufacturer. Potential for building expansion into a third wing was a deliberate planning goal of the facility's design team. For, as employee growth keeps pace with a prosperous production rate (the latter boosted by a partially completed 408-acre Steelcase industrial complex in Kentwood, Mich.) demand for more corporate space is sure to follow.

Programming of the two-year headquarters design and construction effort reflects the company's macro-view of the commercial interiors business. Applying its own specialized research divisions of acoustics, interior design, lighting, security, construction management, and data processing to the task of planning the new facility led to a final product that speaks as much for the manufacturer/occupant as it does for the industry as a whole. The interface between the client, architect WBDC (Grand Rapids, Mich.), and outside consultants demonstrates an interrelationship of disciplines—the mandated operational mode of commercial projects today.

Among the results: barrier-free environments that exceed code, computer-regulated environmental control systems, the latest in presentation-room and telecommunications facilities, and 27,000 sq. ft. of computer facilities that monitor company operations on an around-the-clock, six-day week.

The building plan is based on a 10-year forecast that is keyed into internal company growth which is expected to follow an upward swing in the commercial interiors market as a whole. According to Robert C. Pew, Steelcase board chairman and chief executive officer, "We project a continued need for more space and additional staff during this decade. Our industry is growing at an annual rate of nearly 14 percent and is likely to reach a level of $10 billion in annual sales by 1990, over the current level of $3 billion." The company's own 1982 sales were in excess of $850 million.

Made 10-year projections

A historical study of departmental growth at Steelcase was undertaken in the initial programming states. It included projections from fiscal years 1978 to 1983 and the foreseeable rate of growth over five years to 1988. Cross correlations were done with "SAS," a statistical program for the social sciences, to accurately determine growth by department. An overall 10.8 percent corporate growth rate was predicted by 1988.

"Long before we had a schematic on the new building," says Wayne Pierce, manager, Business Methods, Steelcase, "we did a survey of our workers to see what they do today and projected job changes 10 years hence."

Pierce believes in taking a bottom-up approach in what he terms the "definition phase" of a project. His thinking is based on the premise that workers in the office population know what they need to get the job done and will come up with an effective format.

Thus, included in the pre-move evaluation questionnaire were inquiries on worker function, storage requirements, adjacency needs, comfort requirements, furniture desired, work-surface configurations, as well as lighting, acoustics, safety, and security for all workers. Each area was rated by workers on a scale of one-to-five, signifying appropriate adjectives

A projected 10.8 percent corporate growth rate by 1988 spurred plans for new Steelcase headquarters adjacent to plant operations on corporate compound (exterior view, above). Conceived as a "vertical showroom," buildings's reception area has dramatic Carnelian Red Granite atrium, waterplane, and Rosati sculpture (opposite).

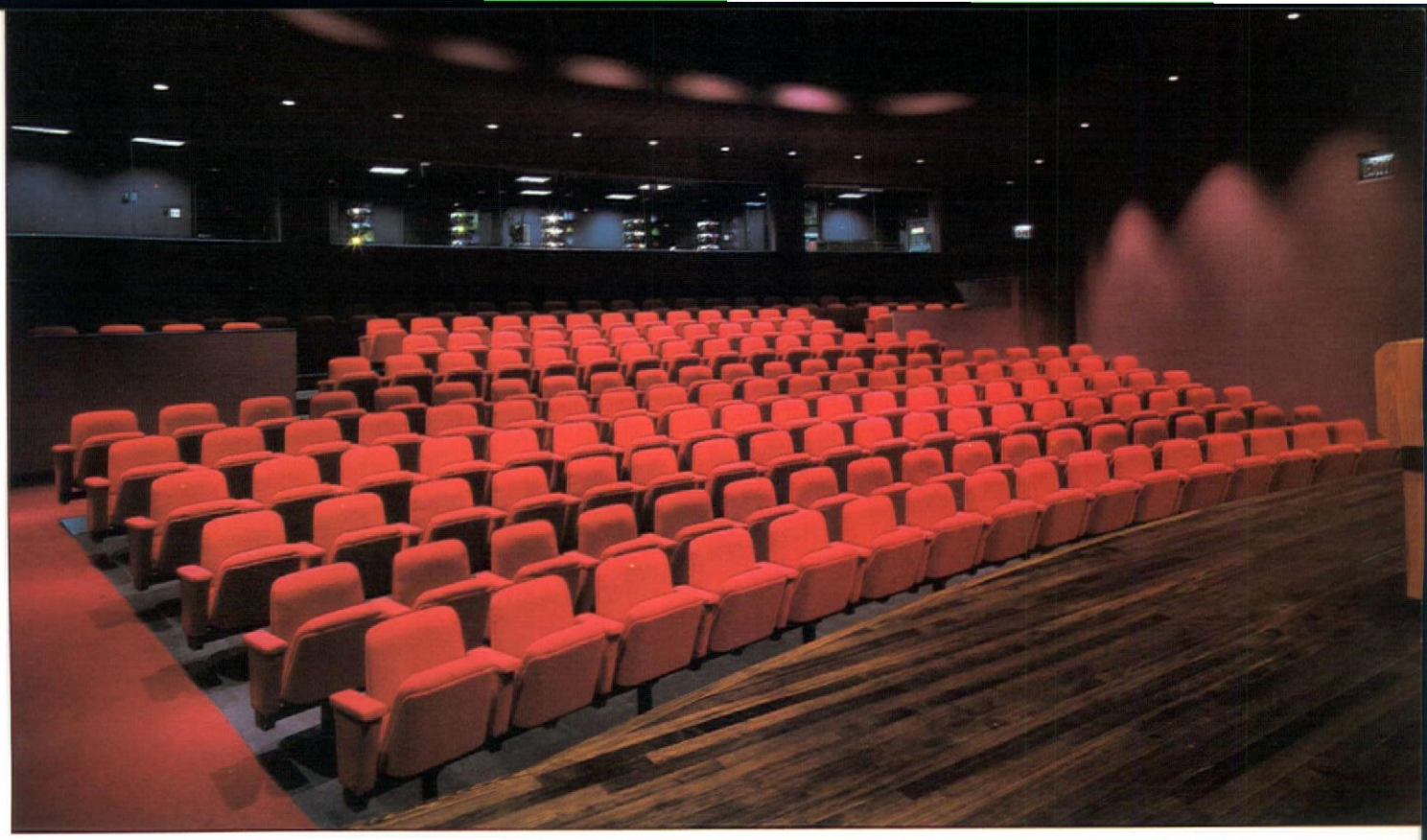


STEELCASE

Workstation models tested in mock-up



Incorporated in the 385,000 sq. ft. facility are 15,000 sq. ft. of product showroom space (below), which fulfill facility's role as a marketing tool. Reception area on the lobby level (right) shows interior mix of antiques and contemporary furnishings–a program applied throughout. Theater (opposite page) seats 200 and offers such features as language translation, on-stage turntable for product demonstrations, video recording, and barrier-free access.



from "good" to "bad," "drab" to "colorful," etc., to assess employee reactions to existing work conditions.

Post-occupancy evaluations are planned for both six months and 10 months after occupancy. "We are doing two evaluations," explains Pierce, "because at the six-month interval, there will still be a 'halo' effect evidenced by workers continuing to be enamored of their new environment. By 10 to 12 months, we'll get a more realistic view." Some 600 employees, from data processing departments to senior management levels, are participating in the evaluation programs.

Workstations for all job titles

From responses to worker questionnaires, Steelcase's interior planning strategy evolved. In the initial phases, workstation models were developed for each job title block. Existing workstations were evaluated; ultimately, 19 workstation types were designed for the new building, of which 11 final square footage sizes were chosen for development.

An elaborate 10,000-sq.-ft. mock-up of all workstations was tested before occupancy.

Modular workstation design was employed to enhance flexibility. Worksurfaces are based on 15-in. increments; only 30- and 45-in.-wide panels are used in the building. Standards were developed through employee interviews conducted by the Steelcase space planning/interior design department.

From the point of view of facility management, there was a need to limit the number of workstations and to create standards for similar job functions. However, customization of workspace is made possible by using various panel and worksurface heights, storage types, pedestal and file configurations, among other options.

Just as interior furnishings were designed for flexibility, so too, was the building itself. In the view of Al Kochanowski, manager of the Institutional Division, WBDC, "A main goal of our effort in the new headquarters was to design it so that the building would be adaptable to changing space requirements." Thus, the structure developed around a facility that centralizes all visitor functions, flanked by two office "pods;" there is potential to add a third pod later.

Considered flexibility and image

VIP reception for visitors is afforded by a dramatic atrium entry which, in the words of designers, becomes a "vertical showroom," giving the experience of a large volume of space. The reception area has a Carnelian Red Granite desk, credenza, walls, and floor. A "waterplane" takes up two stories and ends in a pool decorated with a 22-ft.-tall stainless steel sculpture by James Rosati. Special consideration was given to the concept of visitor integration, because the building was conceived as a marketing tool.

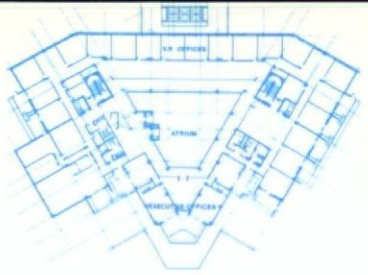
Indeed, incorporated in the facility are 15,000 sq. ft. of product showroom space, several visitor dining areas, and computer-controlled presentation and teleconferencing facilities. An auditorium/theater for 200 will be used for a range of marketing presentations and in-house programs.

Other statements of a streamlined corporate image are evident throughout the site. Color schemes are predominantly gray, deriving from granite materials. Carpet is Axminster in seven colorful coordinating stripes framed by a neutral, gray field. An international collection of art decorates the building interior. Art consultants were Robert Forrest, a Palm Beach and Milwaukee-based designer and John Lloyd Taylor, director, art galleries, University of Wisconsin.

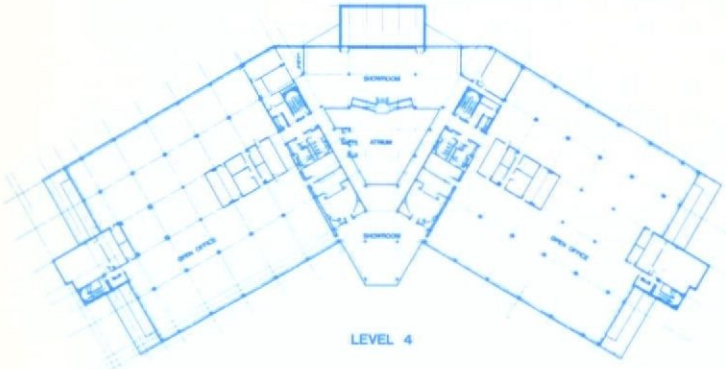
Steelcase headquarters is adjacent to the company's six million sq.-ft. plant operation facility on 22½ acres of a 292-acre site, decorated with numerous trees, plantings, and a triangular pond. The latter enhances a cafeteria view on the first level, which is below grade.

"We see the building not only as a comfortable and attractive work environment for employees, but as a 'living laboratory' where we can create state-of-art office environments, testing furniture solutions to particular office tasks," says Pew, in commenting on the building's purpose.

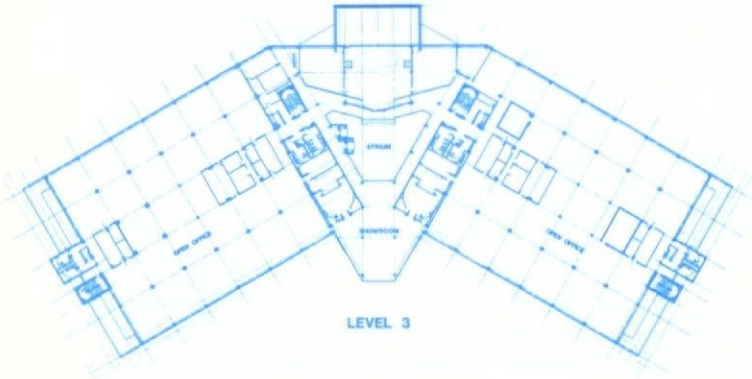
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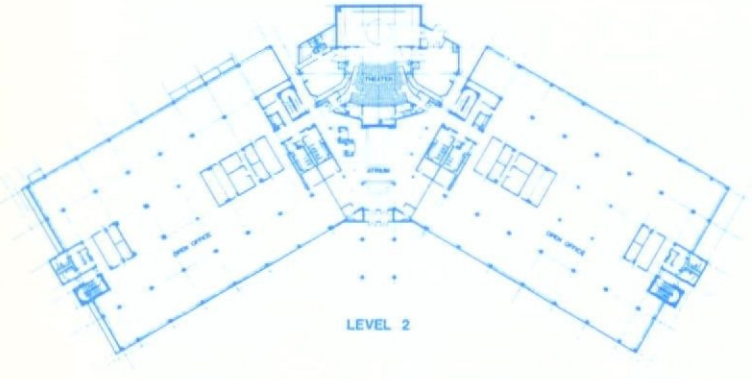
LEVEL 5



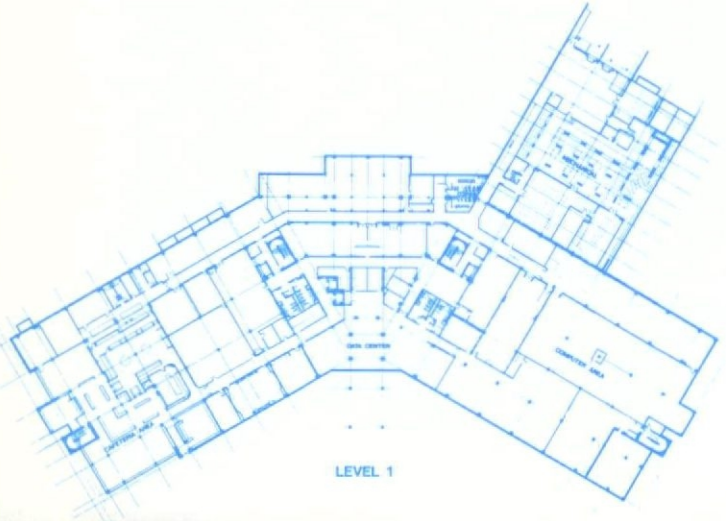
LEVEL 4



LEVEL 3



LEVEL 2



LEVEL 1

STEELCASE

Team planning uses outside expertise

Latest environmental control systems, acoustics and lighting technology, computer operations, energy saving equipment, and barrier-free design are employed in the headquarters.

HVAC systems employ heat generated by two mainframe computers to warm the building. Heat-reclaiming water chillers and water circulation systems capture computer-generated heat and distribute it throughout. A back-up electric boiler hasn't been needed thusfar.

People and lights also provide reclaimable excess heat energy for storage and later use in underground water storage tanks. During winter months, five 50,000-gallon steel tanks (each 12- by 60-ft.) store water warmed by recovered excess heat. The heat is used to warm the building during nights and over weekends.

Environmental controls conserve energy

During warmer summer months, chilled water is used to cool the entire building. Refrigeration equipment generates the cooled water which is pumped to coils throughout the building. Water is chilled and stored in the same tanks used for warm water storage in winter. Without this storage capability, an additional 350 tons of airconditioning equipment and considerably higher electrical usage would have been required to meet cooling demands.

A computerized energy management system predicts, monitors, and controls the energy system operation.

Control of sound and lighting in the building employs current technology as well. A sophisticated sound-masking system is designed to equalize office noise and produce comfortable ambient sound. Speakers placed throughout the building convey low-level masking sound while music is also distributed throughout the building. Volume of both music and masking sound is adjusted to match functions throughout the facility and is lowered where communication is essential. In addition, volume is tuned to match changing activity levels; sound systems are adjusted to low levels in early morning and late afternoon.

Lighting systems in open offices use Steelcase ambient lighting. Task lighting is used by individual employees. A balanced level of light is maintained throughout the building to prevent eye fatigue. In the cafeteria, table lighting was chosen for intimacy. Similar considerations were given usage and function in selecting lighting for the theater, showrooms, and boardroom spaces.

Barrier-free construction and interior design cover these features:

- Power-assisted exterior doors.
- Signs in braille.
- Selective entryway and aisle design.
- Refuge areas in stairways.

Security and fire detection systems are built into Steelcase's computer center which supports company-wide business operations in order processing, inventory control, manufacturing distribution, accounting, and payroll.

Because annual increases in the company's computer equipment requirements approach 50 percent, the new center is designed to accommodate growth. Approximately 15,000

sq. ft. of space is currently occupied by equipment, while 27,350 sq. ft. — now used for offices — can later be converted to equipment needs. Electrical and mechanical systems have been installed to handle projected expansion over a 10-year period.

Used team planning approach

"One of the most important things we discovered from the project was the benefits of programming with the client," says Al Kochanowski, WBDC. "What started as a loosely structured program evolved into a detailed plan. We had a real comprehension of what Steelcase needed, and, with their specialists and outside consultants, we achieved a real depth of discussion."

The design effort involved a team planning approach that used Steelcase's own departments of business services, business methods, interior design, security, fire safety, audio-visual, data processing, facilities, and plant engineering/construction.

Explains James Hickey, manager, Steelcase Office Facilities, "The team met on a weekly basis to develop user criteria. The corporate headquarters sales department was also a part of the team since it was in a unique position to influence an important design objective: creating a facility to host outside guests." In addition, top-level Steelcase executives reviewed team plans closely.

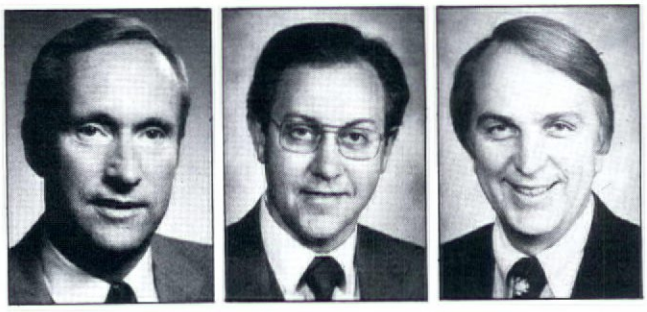
According to Hickey, final plans allotted office space 45 percent of the building's total square feet in a mix of open plan and private offices equalling 107,000 sq. ft. Architectural, mechanical, and special areas each consume 19 percent, eight percent, and 28 percent of total building area respectively. Incorporated on each building level are word-processing and conference facilities as well as a service center with copiers and supplies. Conference rooms are permanent rooms, sound-isolated from the rest of the facility. □

SOURCES

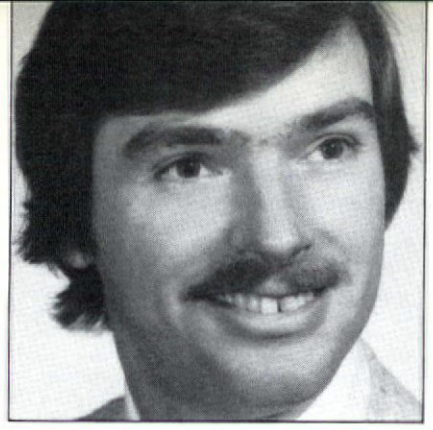
Seating—Steelcase, Vecta Contract, Brown Jordan (cafeteria), American Seating (theater) Karl Springer (ottomans) **Desks, tables**—Steelcase, Vecta Contract, Howe, Mueller, Redco Furniture. **Carpeting**—Hugh Nelson, Milliken & Co., V'Soske. **Lighting**—Steelcase, Koch & Lowy, TSAO Designs, Artemide, Atelier International, Nessen Lamps, Thunder & Light, Luxo, Robert's Step Lighting. **Accessories**—Smokador, Peter Pepper Products, Niedermaier, Smith Metal Arts, McDonald Products, Atelier International Silvestri/Balos. **Fabrics**—Stroheim and Romann, Brunschwig and Fils, Casa Bella, Donghia, Jack Lenor Larsen, Maharam. **Hardware**—Ironmonger. **Carnelian Red Granite**—Cold Springs Granite Co. **Ceiling systems**—Johns-Manville Corp., Armstrong World Industries, Donn Corp., DeCoustics Ltd. **Accent panels**—Fiberlite, **Signage**—Apco. **Plants, planters**—Molesta, Earthly Delights.

Architect—WBDC Architects, Planners, and Engineers, Grand Rapids, Mich. **Contractor**—Barnes Construction Company, Grand Rapids. **Acoustician**—Howard Kingsbury, State College, Pa. **Barrier-free consultant**—Ernest Moore, University of Nebraska, Lincoln, Neb. **Lighting consultant**—Jim Nuckolls, Incorporated Consultants, Ltd., New York.

Floorplans (opp. page) show level-to-level space configurations in the five-story facility; the first level is below grade. (Below, l. to r.) James Hickey, manager, Steelcase Office Facilities; Al Kochanowski, manager, Institutional Division, WBDC (the architects); and Paul Bowers, president, WBDC, who worked in a team planning effort on the headquarters. (This page, bottom) Employee cafeteria is designed to provide a choice of environments for personnel dining needs.







Chris Larson, planner, Business Space Design (above), coordinated the Bayley Construction project. As shown in floor plan (below, top), centrally located conference/reception area separates perimeter working offices from the elevator lobby. Executive office (bottom) features tan walls that echo wood themes in the conference room.

CREATING A SHOWCASE IN OFFICE WORKSPACE

Planners help construction company display woodworking talents by building a showplace within a functional office



Photos by Gary Vannest



Offices of Bayley Construction Co., Seattle, serve a dual purpose as workspace and showcase for the firm's woodworking and masonry skills.

Extensive wood treatments on reception area walls, ceilings, and furnishings offer clients visible proof of the construction company's level of craftsmanship. Of note is an undulating, central partition which separates visitor areas from working offices. Black granite floors decoratively frame the wood while directing intra-office traffic.

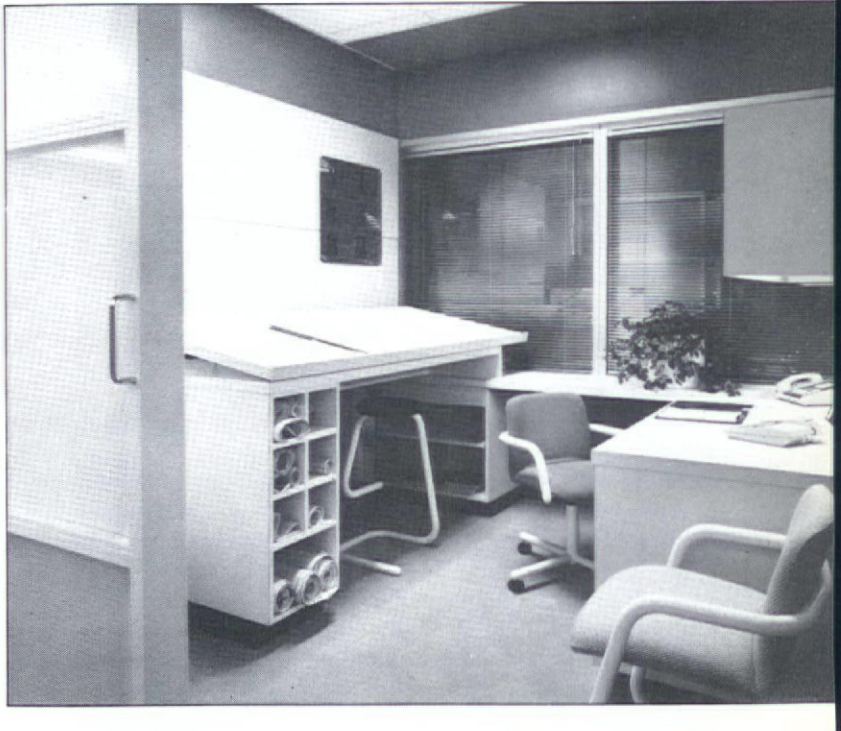
Layouts for the 11,000-sq.-ft. space were based on two key requirements. Of primary importance was availability of window wall square footage along which private, estimators' offices could be located. Also considered essential were easily accessible reception and meeting areas which could be used to display the firm's accomplishments during meetings with clients.

To meet both needs, project planning firm Business Space Design, Seattle, created adjacent reception and conference areas in the center of the space, making them immediately visible from the elevator lobby. This approach freed the perimeter for closed office use.

Wood themes in the reception area were dictated by the client's desire to reuse highly detailed, teak casework from its previous facility. However, budget constraints prohibited planners from adding more teakwood to continue the design scheme.

Planners solved the dilemma by reusing the casework as the conference room audio-visual station. They then surrounded it with oak walls, ceilings, and furniture pieces in a compatible teak stain. The oak's simpler detail highlights more traditional craftsman-

Conference room/reception area (above) is designed around teak casework that houses the audio-visual station. Estimators' offices (right) are acoustically treated to increase privacy.



ship done in teak, enabling it to harmonize with a contemporary office space plan.

Color is used to visually link office and visitors' areas. Shades of tan, gray, and white on walls, panels, and furnishings derive from teak, black granite, and frosted wire glass treatments that create a design statement in the reception area. □

SOURCES

Reception desk—Custom Images Woodworking. **Seating**—Knoll, Kinetics, Metropolitan. **Workstations**—JG, Meridian. **Desks**—Kinetics. **Tables**—TLC Inc., Images Woodworking, Kinetics. **Fabric panels**—Tandem. **Lighting**—Lightolier. **Carpet**—Bentley Mills.

Interior design—Donald Flynn, principal-in-charge; Wilma Warshak, project manager; Chris Larson, senior project designer; Business Space Design. **General contractor**—Bayley Construction.

Joint Venture Combines Talents

Mitchell Associates works with Nelson & Pujol to bid a project considered too large for either firm alone



When Nelson & Pujol, Philadelphia, and Mitchell Associates, Wilmington, Del., were invited to bid on an 11-floor project for Sun Refining & Marketing Company at Ten Penn Center, Philadelphia, both firms faced crucial decisions. Should each bid alone on the project, increase staff capacity to handle the job, and concentrate solely on this project for nearly a year?

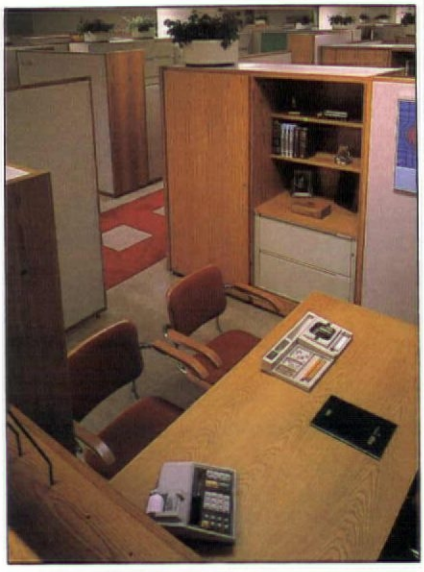
When both firms answered a realistic "no," Mitchell's principal Louis Rosenberg and Nelson's principals John Nelson and Irene Pujol worked on a joint bid that got them the job. Nelson explains, "In most cases, because of the locations of our firms, we are not competitive. Our conservative philosophies on size and growth focus on quality work, rather than on beefing up staffs to handle one project."

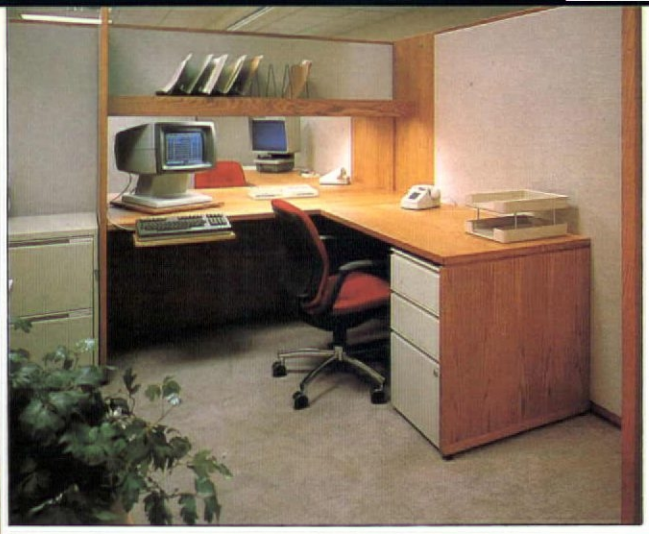
Rosenberg emphasizes the team effort behind the project. "We negotiated the bid with team programming—drawing designers from both firms together in specialized areas. In essence, we could offer twice the capability."

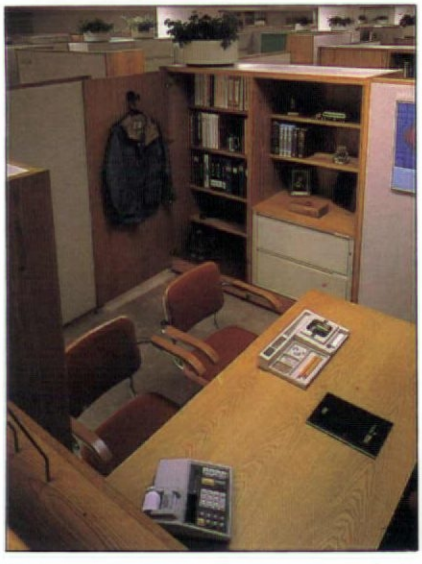
Robert Frank, Sun facilities manager, notes, "On a project of this size, a joint design venture worked well for three reasons: a larger pool of resources, more freedom for each firm to work on additional projects, and a diversity of views. In this case, principals shared responsibilities, and major functions of design were divided among the teams."

The responsibilities were indeed sizeable as the Sun project involved moving 900 employees from four scattered locations into more than 275,000 sq. ft. in Ten Penn Center. Due to rigorous requirements for flexibility, furniture workstations were custom-built according to design specifications and building criteria.

Closets in each "office" carry out several functions. Each closet is equipped with raised floor, providing access to undercarpet cable power sources while still concealing wires. That same unit, door open, effectively closes off individual workspace from the hallway, completing a four-walled work area. Designers standardized that and two additional components comprising each space. Components were selected for relative ease of re-configuration, according to designers. Workstations









Office configurations changes occur with ease partly due to flat undercarpet cable and carpet tile (opp. page) installed on 11 floors of open plan space. Sun marks one of the largest such installations to date.

Well-planned office cubicles (far l.) include a multi-purpose closet that holds circuitry under a raised floor and serves as a barrier to the space when door is fully open. Pass-through workstations (top r.) made terminal sharing a viable alternative to the usual terminal-per-user requirements. Patterned hallway carpet (r.) breaks monotony of long corridors.

suit right- or left-hand applications, while file niches can be fitted with a variety of drawers.

Closets and components are topped with white laminate that reflects fluorescent ceiling light in an ambient fashion. Laminate also protects wood from plants which sit atop workstations.

Effective space programming efforts disclosed an economical strategy in computer terminal sharing by means of pass-through workstations for two offices. Thus, designers cut the number of necessary terminals from 24 to 12 in one department.

Simplistic, effective color scheme

A simplistic color scheme employs cinnamon, forest green, and soft blue on alternating floors, with color variation in conference room settings. Carpet tile is colored and patterned to define hallways and add visual focus.

Oak complements beige panel upholstery, adding warmth to workstations and aisle spaces. Panels are one color to assure ease in making changes on all floors. □

SOURCES

Workstations, components—Design Group. **Carpet squares**—Milliken. **Demountable partitions, marker boards**—E.F. Hauserman. **Vertical blinds**—LouverDrape. **Systems panels**—Westinghouse. **Credenzas—Laminates Unlimited Inc. Shelving**—Republic Steel. **Tables**—Berco Industries, Vecta Contract, Howe Furniture Corporation, Krueger, Brueton, Intrex. **Conference tables**—Lunstead, Modern Mode Inc. **Seating**—Mueller Furniture, August Inc., Steelcase, Kinetics, Thonet. **Upholstery**—Design Tex Fabrics, Maharam Fabric Corporation, Homestead Fabrics. **Tackable fabric panels**—Marder Associates. **Files, pedestals**—Meridian. **Computer cabinets, storage**—TAB Products. **Accessories**—Ironmonger Inc., Smokador, Compaxx, Rubbermaid, Peter Pepper Products. **Voice privacy system**—Sound Industries Inc. **Security**—Piquet Security Systems. **Corner protectors**—Tri-Guards Inc. **Signage**—Letterama Inc. **Display board**—Greensteel Inc. **Artwork**—Ronbie Editions. **Millwork**—Alexander Woodwork, Theodore Plutzer & Sons. **Flat cable system** (electrical, co-axial)—Thomas & Betts Corporation. **Telephone cable**—AMP Industries. **Reupholsterer**—Best Furniture Company Inc. **Plantscaping**—Heyser Landscaping Inc.

Design team—Mitchell Associates, Louis Rosenberg, principal; Nelson & Pujol, John Nelson, Irene Pujol, principals. **Facilities managers**—Robert Frank, Loretta Houghton. **Architects**—Skidmore, Owings & Merrill. **Developer**—Radnor Corporation.

EDITOR'S NOTE: *Nelson & Pujol has formed two separate operations since the inception of this project. The Philadelphia firms are now Nelson & Associates and Irene Pujol Design Associates Inc.*

Media Firm's Cable Division Mandates Move To New HQ

Company expansion into new business area creates demand for upscale image and more space

Consolidation of a cable communications division and the hiring of 150 employees made a move to new headquarters imperative for Storer Communications, Miami.

Management of satellite offices throughout North Miami proved to create operational problems for the company. Thus, executives seized the opportunity to occupy six floors of a newly constructed eight-story building in North Miami, with option to occupy another floor as required by future growth.

Interior design and space planners Auer/Nichols & Associates, Hollywood, Fla., reviewed personnel needs and procedures in surveys which covered work flow analysis, traffic, systems, and equipment. Space requirements for public areas, storage, data processing, and conferences were considered to determine interior plans.

An open office solution was achieved for operational floors, while the executive level (depicted on these pages) was designed to reflect the company's prestigious image through transitional interiors that employ a blend of antiques and furnishings custom-created by the design team.

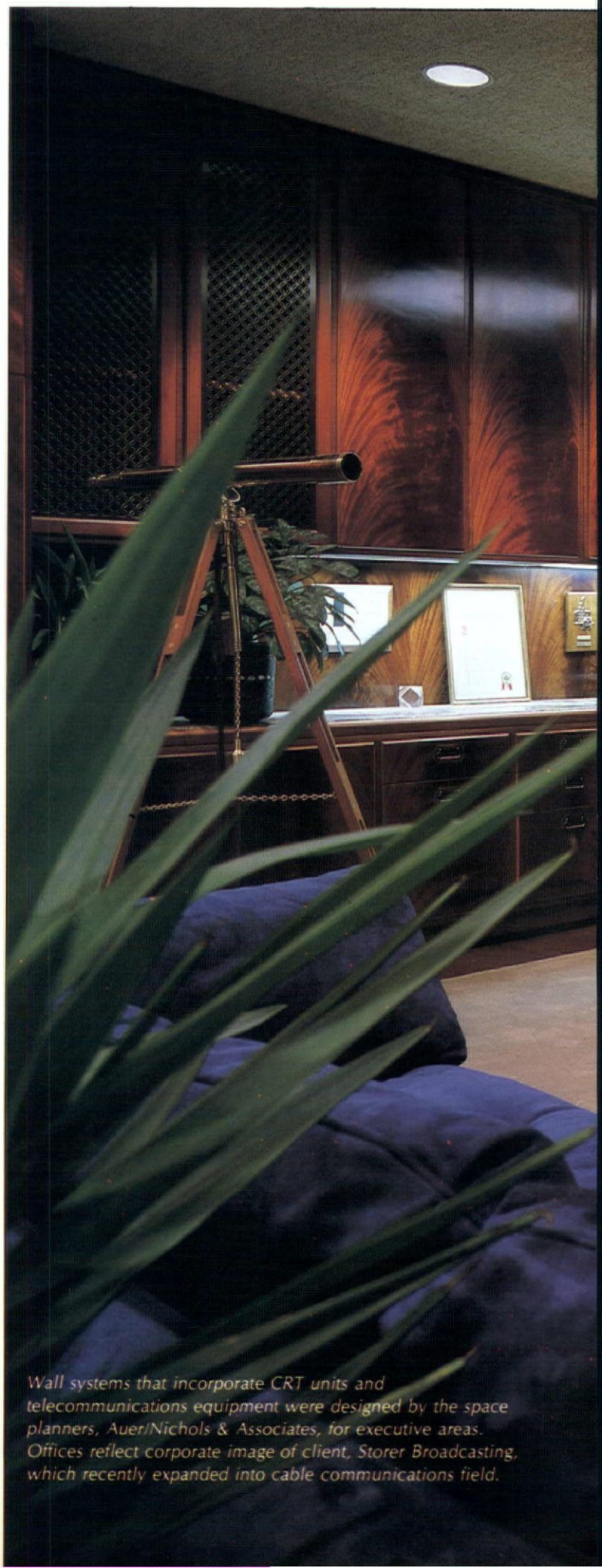
Says Tom Auer, "The task of . . . designing executive floors blended high quality design, Storer's corporate image, and the tastes of individual executives." All wall systems and credenzas in executive areas, dining, and board rooms were custom designed by Auer/Nichols and manufactured by Helikon. Wall units incorporate CRTs, telecommunications devices, refrigeration, and wet bars. A commercial kitchen on the executive floor serves the dining room.

"Peter Storer, chairman of the board, is an avid antique collector," notes Auer. "We incorporated his collection into the overall design scheme, creating a transitional look. We also recommended an art and interior planting program for all floors of the project."

Blends technology and function

Executive space comprises the eighth floor of the company's new headquarters. The entire project is 125,000 sq. ft., of which the executive level is 20,000 sq. ft.

The executive floor employs high-quality materials; walls mix custom-designed mahogany panels with brushed wool or



Wall systems that incorporate CRT units and telecommunications equipment were designed by the space planners, Auer/Nichols & Associates, for executive areas. Offices reflect corporate image of client, Storer Broadcasting, which recently expanded into cable communications field.



STORER

Furnishings are customized

herringbone fabric treatments. Furnishings in offices, custom-designed wall systems, and file banks are of lacquer-finished crotch mahogany. Custom wool carpeting is bordered by dark mahogany wood plank flooring.

Executive secretarial wall units were also custom created to incorporate CRT equipment and storage. Wall units were designed to be built into space, becoming integral elements.

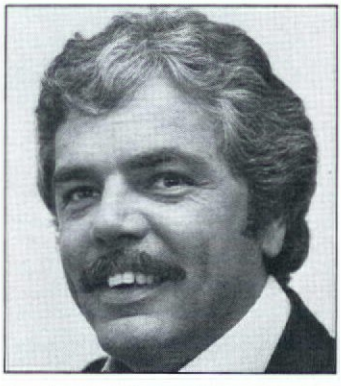
Because the client requested that waiting and lobby areas be located apart from executive offices, the design team created a reception area and lobby directly off the elevator lobby and adjacent to the board room and dining room. The result: a well-defined break between public space and private access areas to executive floor operations.

The board room is designed to handle board of directors meetings and large group presentations. It contains a custom-designed trapezoidal table in ribbon mahogany. The table can be removed, permitting use of the room for auditorium-style seating in larger meetings. Custom wall systems contain audio-visual and telecommunications equipment as well as food buffet and bar.

Adjacent to the board room is the executive dining room; both share an outdoor balcony overlooking Biscayne Bay.

An executive conference room serving Storer president Terry Lee and chairman of the board Peter Storer, is located between their offices and has private entrances. As in other areas, the room has a custom wall system with audio-visual equipment, wet bar, and refrigeration.

In addition to providing interior space planning and custom furnishings design, Auer/Nichols gave support in the form of its own purchasing operation. International Contract Purchasing (ICP), owned by Auer/Nichols, handled bids, orders, and purchasing for the client. ICP also warehoused and installed all furniture. □



"Task of designing executive floors addressed human needs, function, high-quality design, and Storer's corporate image"—AUER.



Photography by Mark Surloff

SOURCES

Seating—Jack Cartwright, Harter, Davis, Stow/Davis, Gordon, Hickory, Helikon, Metropolitan, Kaylyn, Mueller. **Desks, tables**—Helikon, Knoll, Johnson Industries, Cumberland, Kinetics, Mueller. **Wallcovering**—Genon/Gilman Wallcovering, Maharam Fabrics, Carnegie, Architex International, Innovations in Wallcovering. **Floorcovering**—Collins & Aikman, Scott Carpets, J&J, Karastan Floor Fashions, Carpets Elite. **Lighting**—Leaf-Light, Lightolier, EMR, Venini Glass, Architectural Stoneware. **Artwork**—Art Leaders Ltd., The Art Resource, Bowles Hopkins, Century Frameworks, Fernando Noriega, Margaret Westrick, Rick Moore, Robert Charles Schmid, Ted Morris Associates, Winn Galleries. **Accessories**—Smokador, Egan Visual, Kwik File, Gayeski. **Files**—Storwal, Schwab Safe Co. **Drapery**—Norman Seidler, Design Tex Fabrics. **Millwork**—Broward Millwork, New Era, Hollywood Woodwork, Whittelsey Wood Products. **Partitions**—Modernfold. **Plants**—Glamour Industries. **Lounge Furniture**—Pouliot, Brown Jordan. **Sound System**—Sound Industries.

Interior design—Thomas P. Auer, principal in charge of design, executive floor; Thomas P. Auer and Jeffrey C. Nichols, principals in charge of design, operational floors; Barbara Bradbury, project managment; Barbara Bradbury and Debra L. Hackett, staff designers, Auer/Nichols & Associates, Miami.

Boardroom (above) was designed with rear wall in floor-to-ceiling crotch mahogany and custom, trapezoidal table in ribbon mahogany. Furnishings include built-in bar, TV, and storage features. Light fixture echoes shape of the conference table. Executive reception area (opp. page) includes custom-designed circular stairwell which connects executive level (depicted in floorplan, below) to operations floors. Consolidation of personnel and improved communication were objectives of design project for broadcasting firm.



New ASID Computer System Geared To Designer/Architect

Rose M. Erickson, ASID, IBD, one of six system users, spells out computer do's and don'ts for planners



Fear of the computer is as endemic to the design community as it is to all other segments of the business world. But not any longer, if the American Society of Interior Designers (ASID) carries out what it pledged to do at its national conference and exposition held in Boston, recently.

ASID entered the computer business in a dramatic departure from its traditional role as a professional organization by announcing its own wholly-based subsidiary, ASID Computer Systems Inc. That organization is now marketing its own Designwright™ computer system, designed specifically for use by interior design and architecture professionals.

More importantly, ASID pledged to keep the price of the system low, under $10,000, and to thoroughly train buyers in all aspects of the program. Marketing a turnkey system, ASID provides the hardware, software, consulting, training, and service necessary to launch designers into cost-effective and productive computer systems use. In addition to accounting, financial management, and word processing capabilities, Designwrite offers sophisticated computer-aided design and drafting (CADD) as add-on peripherals.

System was six years in making

Evolved over six years, the system now employs six ASID designer consultants, each having experience using computers in design work. One of them is Rose Mary Erickson, ASID, IBD, who is a pioneer in the utilization of computers for interior design as well as a design educator at the State University College of Architecture, Tempe, Ariz.

Erickson has run her own computer software development firm, Basicomp Inc., in Mesa, Ariz., for several years and previously worked for Cholla Business Interiors as director of design for that firm. In addition, she is a founder of Basics Inc., and principal/co-founder of Planning Logic Ltd., Calgary, Alberta, Canada and Seattle, Wash.

Erickson waxes enthusiastic over the computer as a cost-effective and highly useful tool for the interior designer. "CAD systems for architecture and engineering have been around for a long time," she says, "long enough to have most of their 'bugs' worked out and methodologies developed. It takes a short, short step to apply computers to interior space design.

"Utilization of CAD systems is a relatively new experience for interior designers and planners. There is a small existing community, but more and more designers are looking at computers as the way of the future."

Erickson outlines some of the important points that must be taken into consideration by designers thinking about buying a CAD system.

Write a System Performance Specification

With the aid of the vendor, identify all the tasks which are to be done by computer, making sure those tasks that are economical, productive, and reasonable are included. Only tasks that will speed the entire design process—tasks that are time-consuming and do not require a senior desgner to achieve—should be listed. Such items include building plan production, writing specifications, product count, drafting, installation drawings, workstation and standard layouts, and any other repetitive jobs.

If the system to be purchased does not accomplish at least 90 percent of the critical tasks required, re-think the purchase. A total plan should be provided by the vendor, with recommendations for staffing and management, as well as productivity expectations.

All details should be spelled out in the contract.

Staff Properly

It is not possible for one key operator to make the system operational. Start with a management committee to maintain an overview of the system. It should consist of personnel from all areas of the firm: design, marketing, finance, and corporate administration. Thus, since everyone is briefed, no surprises occur, expectations are realistic, and pre-planning is thorough. The manager should chair the committee.

A CAD supervisor and a system operator should be utilized. The latter should work only up to four and one-half hours a day on the system, or a second operator should be hired and trained by the firm.

Establish Training Program In The Contract

A training program for operating personnel should be established in the contract. Benchmarks for proficiency should be carefully spelled out. If they are not met for reasons of non-performance of the software and/or hardware, a clause in the contract should allow for breaking the lease or sale. Training programs should be spread over a period of months, not days or weeks.

Profile Reasonable Productivity Expectations

Be sure the CAD operating staff fully understands the manual "pin overlay drafting system," before undertaking training. The first projects, subject to failure as staff learns, should have manual back-up in case of production failure on the CAD system, a possibility until training is complete.

Market The System

A CAD system is an ideal tool for both design and marketing. However, there are some pitfalls that should be avoided when demonstrating a system to prospective clients. To circumvent problems, Erickson advises designers to use operators who are totally familiar with the computer. It should be canned and foolproof since attempts to do a demonstration in front of clients inevitably result in something going awry.

This kind of demonstration can be time-consuming and boring. So, *sell the sizzle*. Erickson suggests that the client be given a finished drawing at the end of the meeting.



One of six ASID designer consultants who helped develop and market the Designwrite CAD system is Rose Mary Erickson, ASID, IBD, a pioneer in the use of computers for interior design and operator of her own computer software firm.

All *demonstrations should be scheduled*. Impromptu demonstrations are deadly. The supervisor should explain what is going on as the operator performs, since the operator cannot be interrupted. Talking to the operator wastes time and causes mistakes.

Do not oversell the system, either in terms of what it can do, or for application in a small project. The latter may be done faster by hand. Stress only that the most cost-effective and time-saving means will be used to accomplish the design objective. □

"Utilization of CAD systems is a relatively new experience for interior designers and planners. There is a small existing community, but more and more designers are looking at computers as the way of the future."—ERICKSON. *Depicted below in front of the Designwrite system, she stresses that design firms planning to implement CAD must invest in thorough pre-planning.*



OFFICE FURNISHINGS RESPOND TO USER NEEDS

Furniture designers & manufacturers offer more options, permit tailoring of products to individual job functions



Myrtle Desk

Myrtle Desk—Firm's 9800 series is crafted of oak solids and veneers with a hand-rubbed autumn oak finish. Group includes a variety of desks, CRT units, and file systems. **Circle No. 287.**

Collezione Simon—Kazuhide Takahama designs Sullivan office furnishings for quick and easy assembly. Polyvinyl chloride and wood veneers are offered. **Circle No. 268.**

Loewenstein—Tonino arm chair has steam-bent ash wood frame with bent cross supports in Padova finish. Upholstered seam is filled with fire-retardant foam over a rubber, webbed base. **Circle No. 278.**

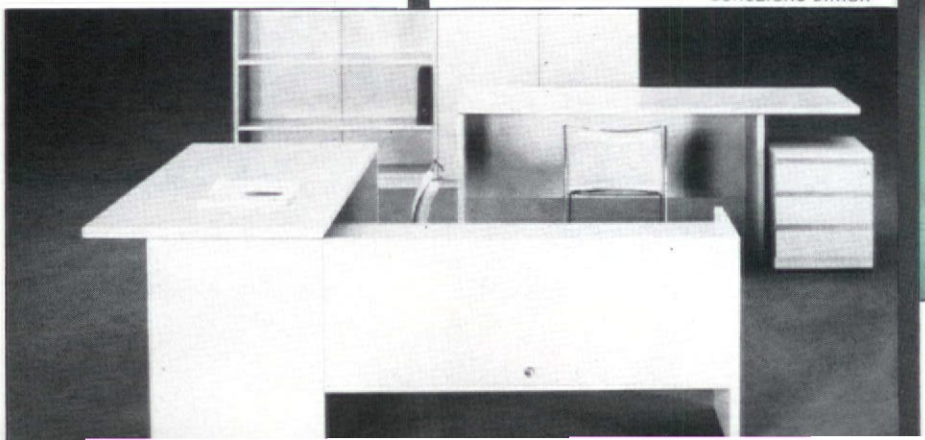
Domore—Radius/Square collection by Robert De Fuccio includes desks and credenzas with inset tops and radius or defined square edges. Drawer fronts have recessed pulls. **Circle No. 277.**

EOC—Pre-assembled, modular workstation adapts to a variety of space configurations. A complete accessory package is provided. **Circle No. 280.**

Pace—Channel upholstery on Italian birchwood enhances Linea Due seating design. A single chair, with or without arms and a desk palette, plus a two- or three-seat sofa are offered. **Circle No. 265.**



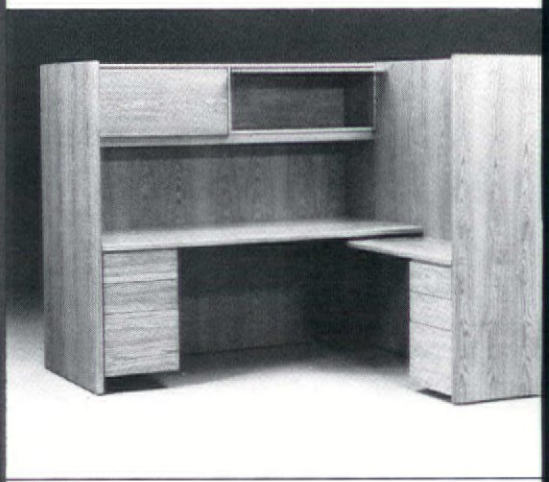
Loewenstein



Collezione Simon



Domore



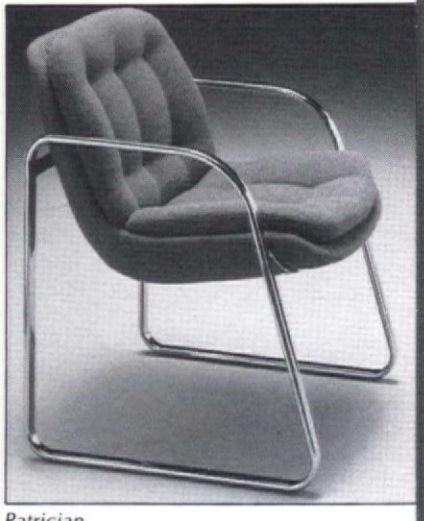
EOC



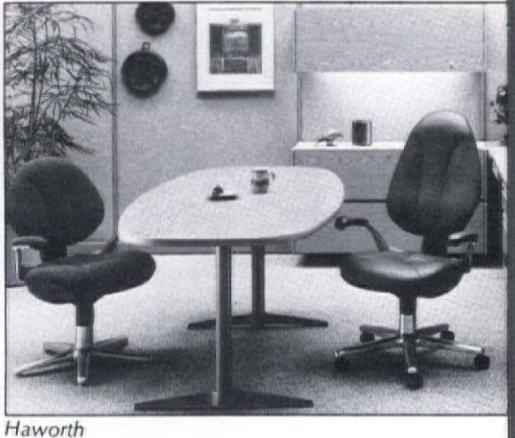
Pace



Artopex

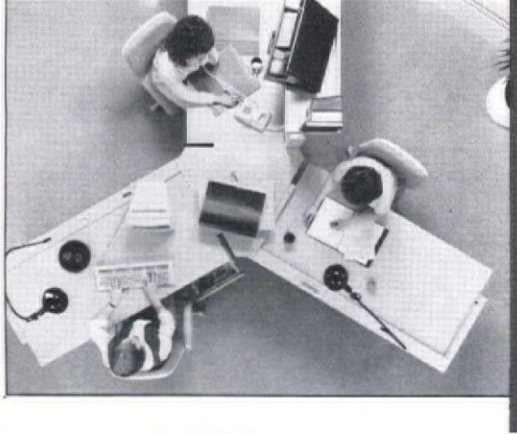


Patrician



Haworth

Precision



Artopex—Firm's 980-982 seating series incorporates executive armchairs with a variety of back heights, seat widths, armrest and leg base options, and finish colors. **Circle No. 304.**

Patrician Furniture—Posture side chair is constructed of chrome-plated tubular steel with contoured urethane foam shells. Two-part seat cushions have double foam layer for added comfort. Five-star base swivel desk chair is also offered. **Circle No. 263.**

Haworth—System 160 and 161 chairs incorporate high, sculptured backs that reduce fatigue. Generous seat area accommodates shifts in body weight. Product is available with many design options including leather upholstery. **Circle No. 301.**

***Precision**—Ergodata workstations are available with "productivity extensions" that increase workspace for specialized tasks. Principal worksurface can be tilted while extension remains level to accommodate equipment. **Circle No. 286.**

***Knoll**—Retrofitable components convert systems closets for use as acoustical printer closets. Used in conjunction with rolling printer cart, units are compatible with firm's Zapf and Stephens systems. **Circle No. 290.**

Metalstand—Synchros I seating is designed to move with the user to relieve fatigue and enhance posture. Fully articulated chairs are offered with a range of color and fabric options. **Circle No. 281.**



Knoll



Metalstand

*Product received an award in IBD/CONTRACT Product Design Competition, 1983

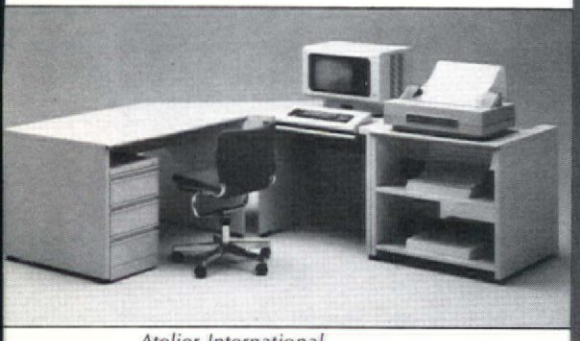
OFFICE FURNISHINGS

Built-in comfort now standard in seating



Lunstead Designs

Lunstead Designs—Series Seven polyester open plan and casegoods line has a high-gloss, seven-coat finish. Stations install quickly with European CAM connectors. **Circle No. 258.**



Atelier International

All-Steel—Lateral files are available in panel heights, legal- and letter-size depths, and a variety of widths. Drawer configurations accommodate many storage needs, ranging from computer printouts to three-by-five index cards. **Circle No. 337.**

Atelier International—Part of Marcatre system, Specialized Computer Support workstations feature a variety of components such as printer and VDT tables and shared user linking units. **Circle No. 292.**



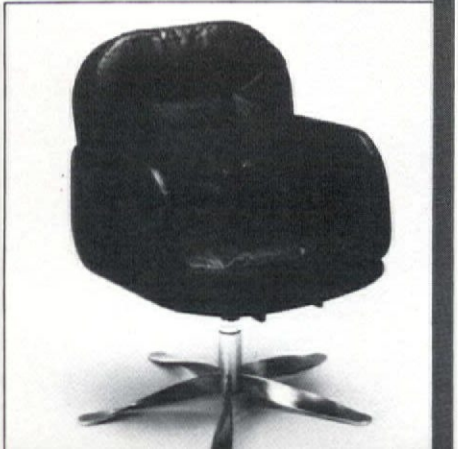
All-Steel

Mueller—October chair is offered in high- and low-back swivel versions and as a pedestal guest chair. Jim Howell's design incorporates down cushions for added comfort. **Circle No. 303.**

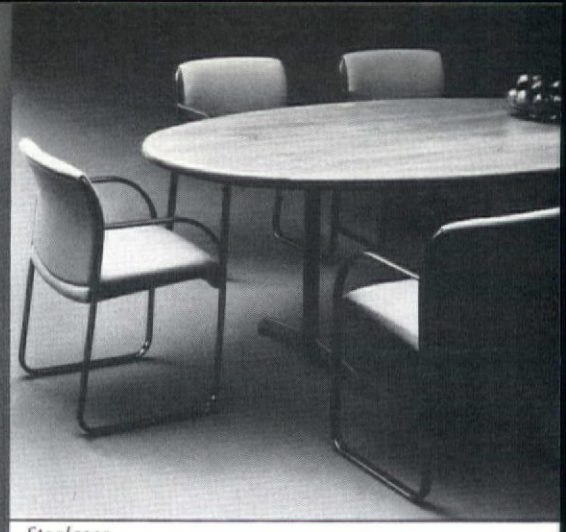
Steelcase—Pedestal-based tables designed for offices, conference rooms, and workrooms comprise 8000 furniture series. Two varieties with a range of design options are available. **Circle No. 302.**

Vecta Contract—New to Wilkhahn seating line is leather executive series with leather-covered armrests and attached fiberfill seat and back pads. Automatic back and seat adjustment provides continuous lumbar support. **Circle No. 291.**

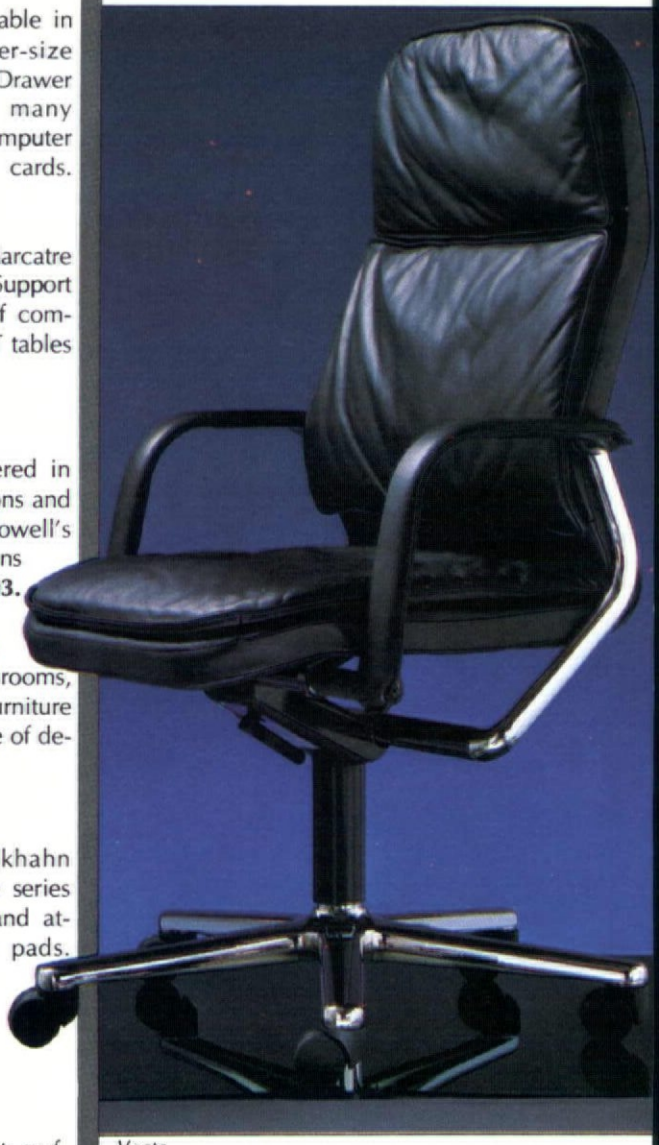
Mueller



Brewster—Tranquilizer panel set muffles computer printers and other machine noise. Panels self-connect without tools and are offered in a range of sizes with nylon or polyester fabric. **Circle No. 285.**

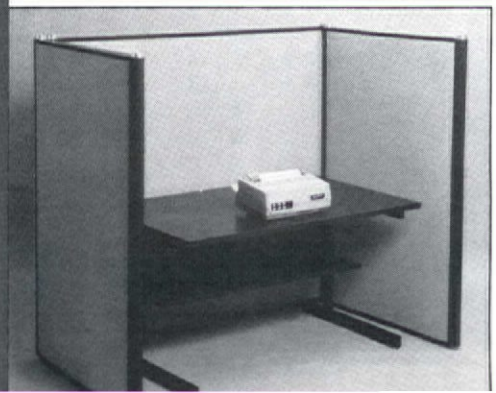


Steelcase



Vecta

Brewster





Corry Jamestown

Corry Jamestown—Robert Whalen's 3600 chair features upholstered, high-resiliency foam molded over steel core sections. Self-skinned urethane base, arm, and back surfaces prevent marring of surrounding furniture. **Circle No. 270.**

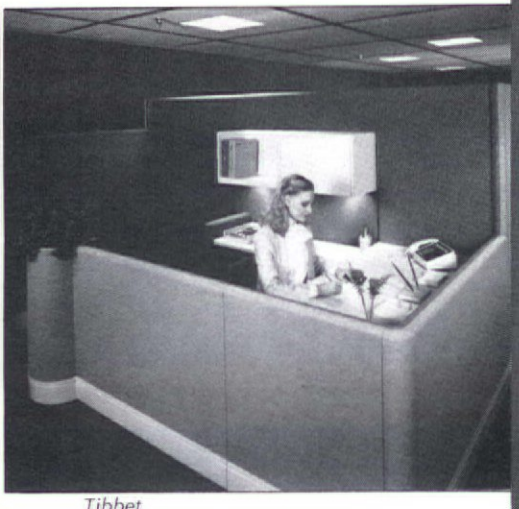
Tibbet—Workstation components are easily relocated and feature overhead storage. **Circle No. 274.**

Comforto—Series 15 executive operational chair features Comforto-Lift height and Bio-snychro seat and backrest adjustment mechanisms. **Circle No. 269.**

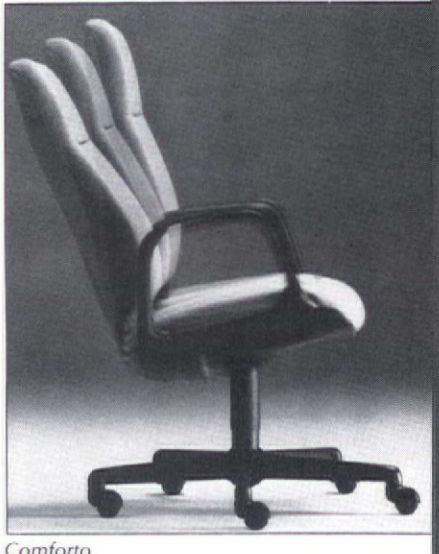
Hardwood House—Avatar Executive Work Table is offered in walnut or mahogany with stainless steel or polished brass and a variety of tops, base inserts, and reveals. Personal drawers are optional. **Circle No. 298.**

Samsonite—"The Smarter System" for offices has durable Melamine laminate worksurfaces. Cantilevered side panels feature non-marring adjustable plastic glides. **Circle No. 272.**

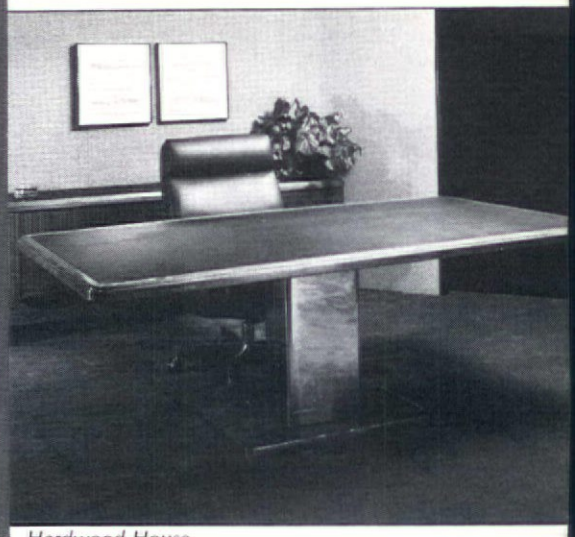
Conwed—Cluster workstation complements System 2 furniture line. Centrally located turntable permits shared use by three employees. A variety of wood finishes are offered. **Circle No. 257.**



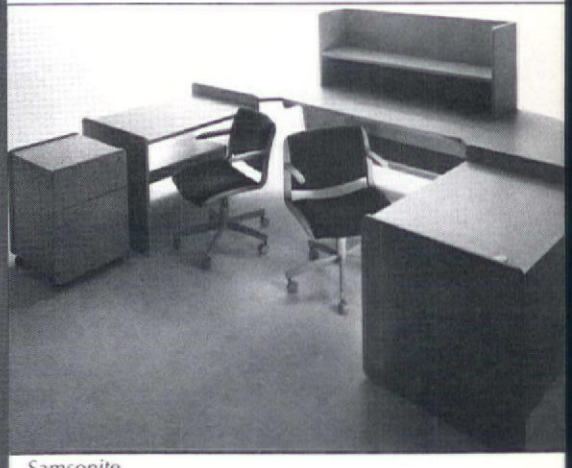
Tibbet



Comforto



Hardwood House



Samsonite

Conwed



OFFICE FURNISHINGS

Wood creations add style in office settings



La-Z-Boy

La-Z-Boy—Adagio by Gary Vander Wood, is crafted of maple hardwood and bent oak veneers. Deeply contoured seat and back are constructed of molded resilent foam. Tilt control mechanism with tension adjustment and telescoping height control are standard features in this seating design. **Circle No. 296.**



Functional Office Furniture

Lehigh-Leopold/LBF

Functional Office Furniture—Designed for conference rooms, Labostac chairs stack 40 high, yet measure only slightly more than 3-ft. Lightweight steel frame is covered with fire-retardant foam and upholstery in a variety of colors. **Circle No. 252.**

Lehigh-Leopold/LBF—Adapt Panel System is shown with Max chair designed by Max Pearson. Zeta Group laminated wood arm chairs are by Robert De Fuccio. **Circle No. 255.**



ModuForm—Dura-Tuft upholstery vinyl roto-molding process creates rounded tufts within the material. One-piece construction eliminates popped buttons and split seams. A total of 22 leather-texture selections are available. **Circle No. 297.**

Cumberland—Series 11 marble reception desk is shown in gray Travertine; other marbles are available. Desk top and typewriter return are standard in black laminate. **Circle No. 259.**

Tulip—August high-back chair has swivel/tilt design in 25-in. wide by 42½-in. high by 30-in. deep measurements. **Circle No. 266.**

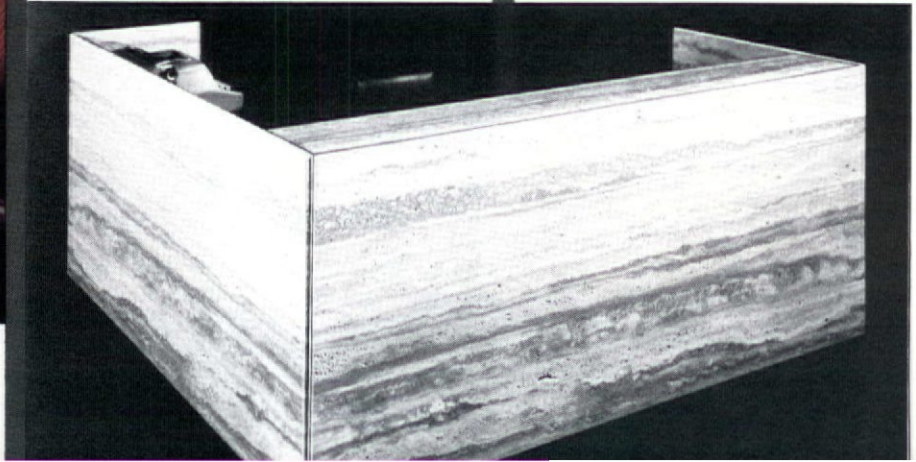


ModuForm

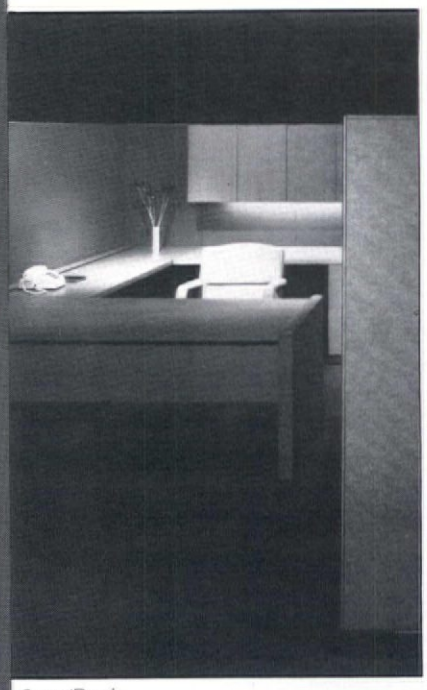
Tulip



Cumberland







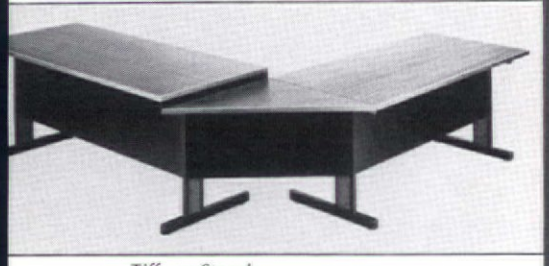
Stow/Davis



Howe

Howe—Racetrack conference table/desk by Norman Cherner has painted or natural wood legs; inserts may be polished chromax, oak Formica, or painted. **Circle No. 275.**

Tiffany Stand—Series 400 connectors are made of particle board covered with protective laminate. They can be used to join workstations of equal or differing heights. **Circle No. 282.**



Tiffany Stand

Thayer Coggin

Thayer Coggin—Nexus Ten modular seating system has steam-bent, red oak frames. Components are shipped pre-assembled. **Circle No. 262.**

Stow/Davis—Elective Elements 1 system permits custom specification of power management, acoustical control, and various design treatments. **Circle No. 279.**



Hiebert—Slightly lower, recessed arms are styling elements in firm's new chair series. Available in three heights, chairs have unique tilt mechanism. **Circle No. 273.**

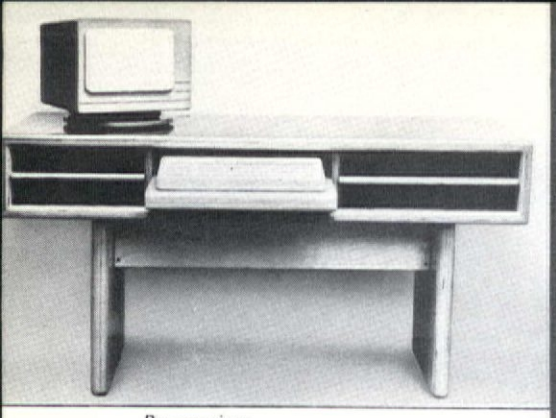
Brayton International—Ergo chair is designed by Darmir Perisic in one- or two-seat upholstered versions. **Circle No. 247.**



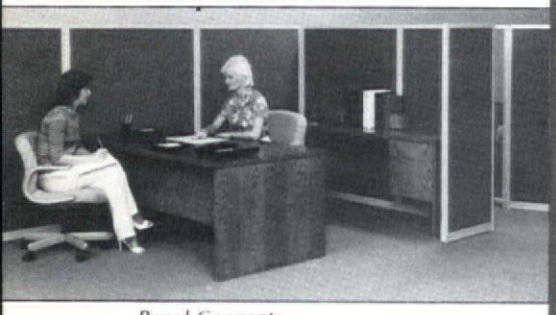
Hiebert

Brayton International





Procaccino



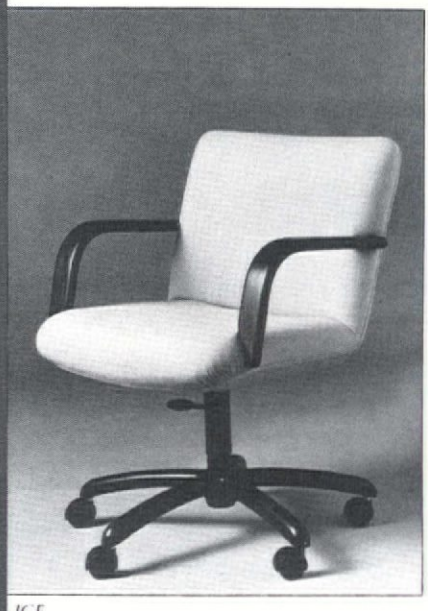
Panel Concepts

OFFICE FURNISHINGS

Market serves contemporary & traditional needs

Procaccino—Designed for executives, Personal Computer Support Unit is constructed of imported birch with plastic laminate surfaces when specified. Product is compatible with all personal computers. **Circle No. 288.**

Panel Concepts—FastSpace laminated-fabric acoustical panels have a high-density fiberglass core and are rated at .75 NRC. Fully tackable, Class A fire-rated panels will be shipped within four weeks. **Circle No. 253.**



ICF



Fantoni



AGI

ICF—Charles and Jane Dillon's seating collection is comprised of eight ergonomic chairs with manual and pneumatic adjustment mechanisms. **Circle No. 261.**

***Fantoni USA**—DS Collection, made of leather and wood, features desks with stationary, double-lock drawers and wire management channel. **Circle No. 251.**

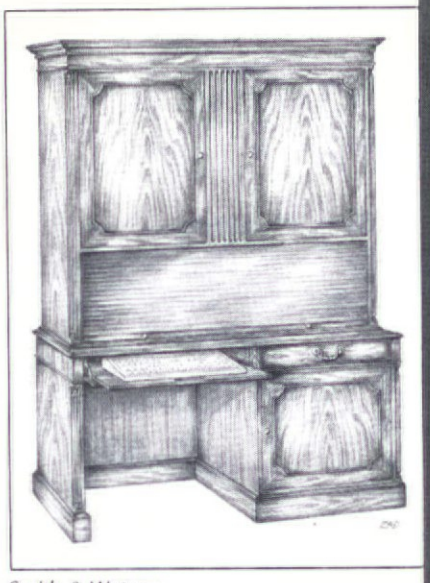
AGI Industries—John Reneil's Ultima seating collection includes high- and low-back ergonomic task chairs with or without arms. **Circle No. 294.**

Thomasville—Classic Chippendale styling is featured in a set of Marlborough pine chairs. **Circle No. 254.**

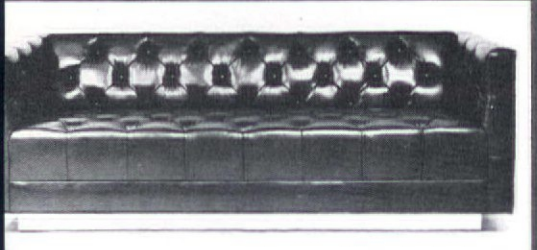
**Product received an award in IBD/CONTRACT 1983 Product Design Competition*



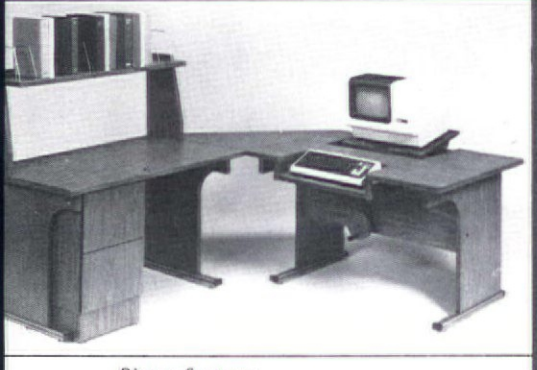
Thomasville



Smith & Watson



Scope



Biotec Systems

Thonet

Kimball — Rich Thompson and the firm's design staff provide Network office system with a vast range of easily exchangeable storage components. Workstations are available in many sizes equipped for power management, lighting, and VDT applications. **Circle No. 284.**

Smith & Watson — Georgian cabinet is equipped for computer equipment. Designed by John P. Ryan and Ellen Ann Dawson, system is available in any wood. **Circle No. 293.**

Gregson—Low-back, swivel/tilt chair is made of walnut with a wood shroud base and black toe caps. Many upholstery options are available. **Circle No. 289.**

Biotec Systems—Ergonomically designed VDT furniture functions as an independent unit or as part of a complete office system. Modular construction permits complete customization. **Circle No. 256.**

Virco—Lightweight stack chair has all-welded tubular frame with plastic floor glides. Seat and backrest are fully padded with high-density polyurethane foam. Walnut armrests are optional. **Circle No. 295.**



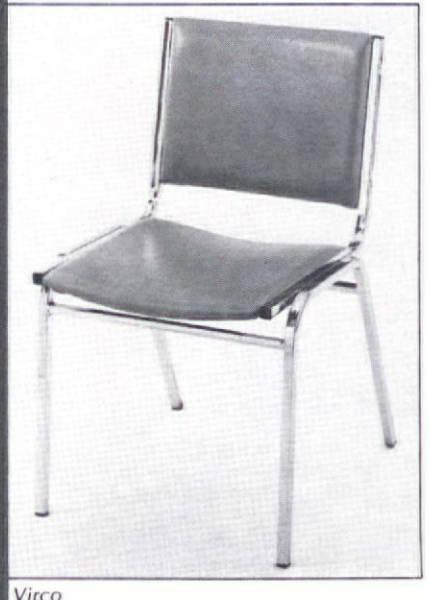
Thonet—Don Petitt's swivel seating is offered with white oak or mahogany frames and upholstered backs. Controlled density, molded foam seats and backs are constructed over thermoplastic shells. **Circle No. 260.**



Kimball



Gregson



Virco

OFFICE FURNISHINGS

Exotic materials, detail work enhance furniture



Spec'built

Spec'built—Secretarial workstations (shown) were custom designed to space planning firm GHK's specifications for Lehman Bros., 55 Water St., New York. System is crafted of medium oak and features built-in task lighting and wire management. **Circle No. 299.**

Magna Design—Full-radius, solid oak framing is integrated in new Soft Oak seating line. Upholstered armrest inserts are optional. **Circle No. 248.**



American Seating

American Seating—Adjustable CRT tables are fully compatible with firm's System R workstations and BioChair seating. Many units have drop-down keyboard options. **Circle No. 283.**



David-Edward

Workbench Contract—Oval conference table has double-thickness beech veneer top with soft, rounded, solid beech edge and white lacquer legs. **Circle No. 355.**

David-Edward—Designed by Jonathan Ginat, task chair is available plain or tufted in 12 standard finishes. **Circle No. 357.**

Gunlocke—Oneida desk designed by Wendell Castle features octagonal tapered legs and sterling silver and dotted inlays. Six exotic woods are offered. **Circle No. 271.**



Magna Design



Workbench Contract



Gunlocke

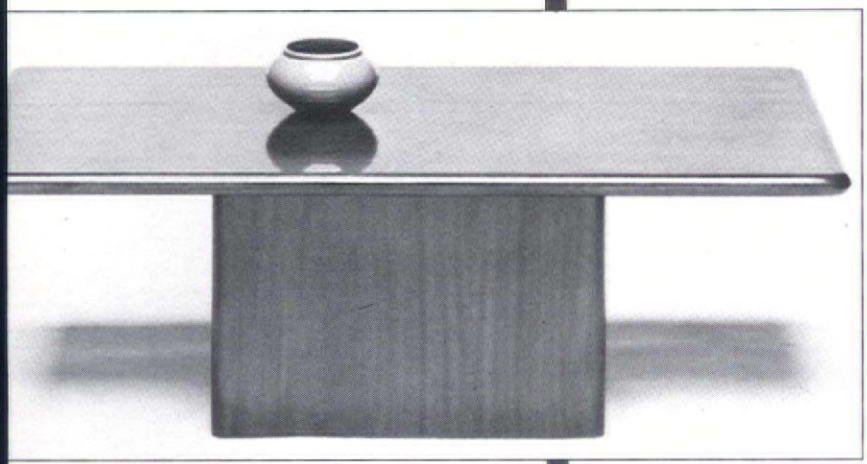


Edward Axel Roffman

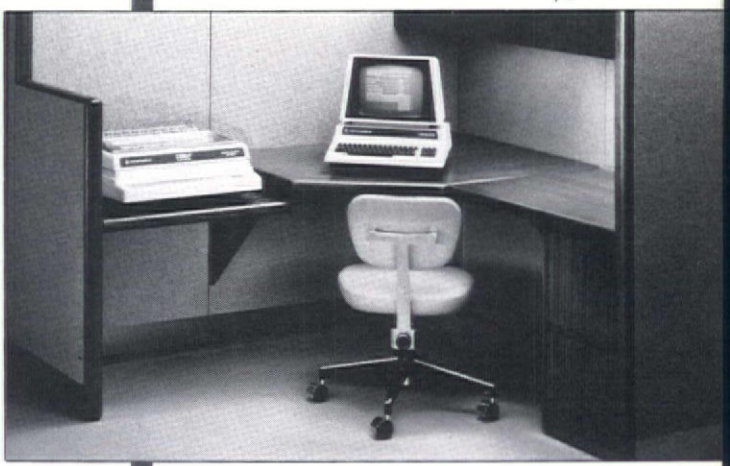


iil International

JG



Tuohy



Edward Axel Roffman—Series 59 transitional desk with curved end panels is available in Honduras mahogany and Sapeli. Pedestal locks, dictation slides, and brass drawer pulls are standard. Box drawers and files can be arranged to specification. **Circle No. 300.**

iil International—Series 750, 760 tables are offered in a range of heights with varied top sizes and finishes. Kiln-dried hardwood frames are finished with matching veneers. **Circle No. 267.**

Tuohy—Crafted of narrow-heart, plain-sliced veneers with solid hardwood edges, series 364 Low Tables feature full-radius corners and edges. Standard woods are oak, walnut, and mahogany. **Circle No. 356.**

Helikon—Bob Becker's overscaled tables have double-pedestal supports with aproned bases. Sizes range from 96- to 192-in. long by 48- to 66-in. wide in mahogany. **Circle No. 276.**

JG—Firm's IOP panel station is offered with bases that accommodate wire management for electrical and communications power. **Circle No. 379.**



Helikon

ACCESSORIES FOR DESKS ENTER THE AGE OF TECHNOLOGY

Micro-processing console & calculators are among offerings



Hansa

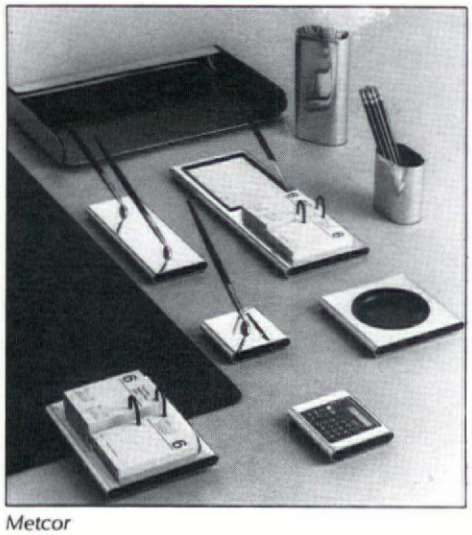
Glaro—"Ambassador Collection" features antique or satin brass, satin aluminum, bronze, and polished mirror finishes. Each piece is handcrafted. **Circle No. 305.**

Peter Pepper Products—Vertical 18 month calendar has chrome-plated stand with hanging cards. Product is an addition to the 8000 series of accessories. **Circle No. 306.**

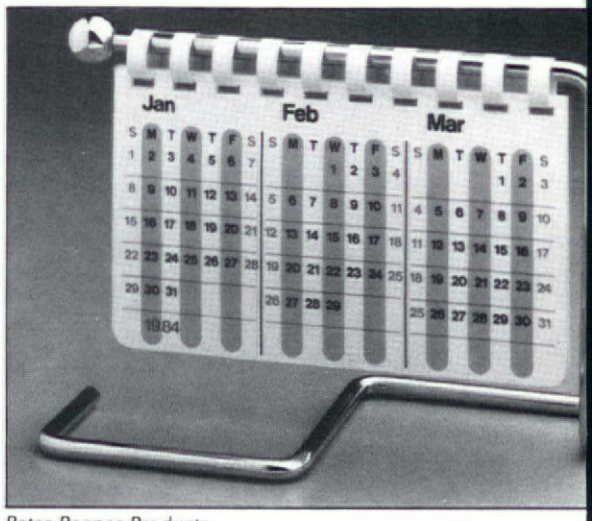
Hansa—Telephone carrier, designed with word-processing stations in mind, has a turning radius of 360 degrees. Product is secure in any position, and fits phones up to 20- by-26 cm. **Circle No. 307.**

Metcor—"Oval Six Executive Combination" unites several desk accessories on a common base. Style #6117 includes 4- by 6-in. memo paper, calendar, pen, and telephone address index. Product is offered in eight metal finishes and is available through a quick ship program. **Circle No. 308.**

Smith Metal Arts—"Radius Two" desk accessories have been expanded to include various elements to be used either individually or in console arrangements. Six metal finishes are offered, including mirror and antique brass. **Circle No. 313.**



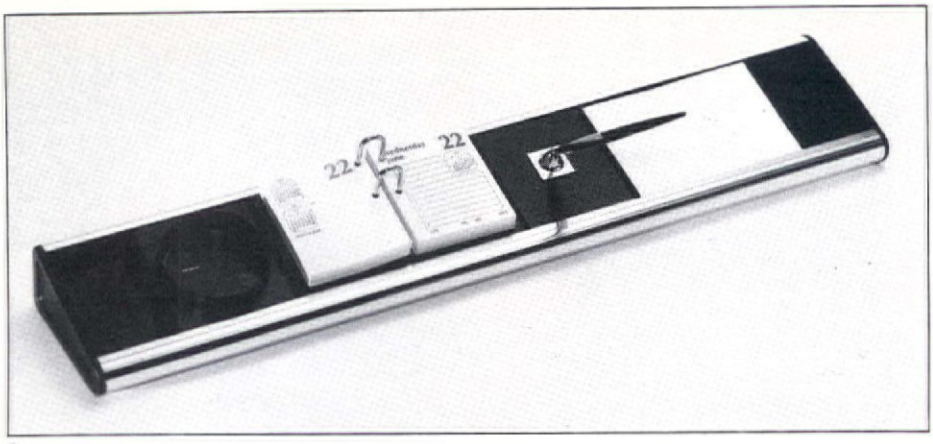
Metcor



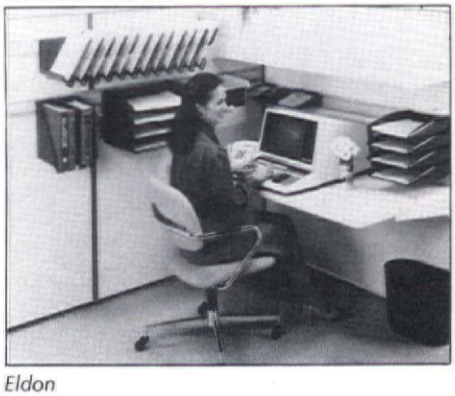
Peter Pepper Products



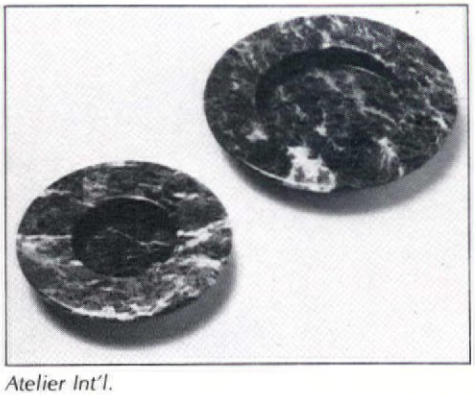
Glaro



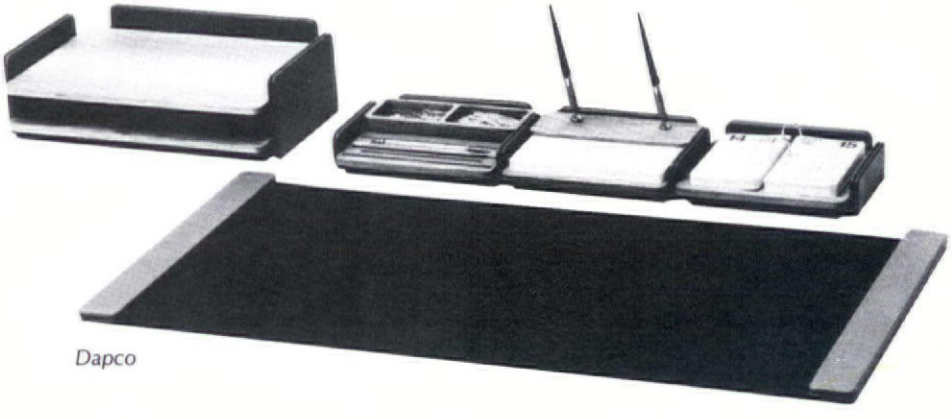
Supreme



Eldon



Atelier Int'l.



Dapco

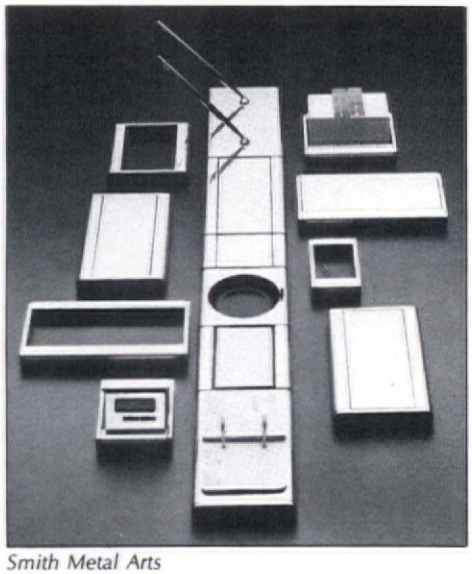
Supreme—"Generation 2" base track accommodates a choice of 14 individual insert modules. Tracks are available in mirror chrome or polished brass in various lengths from 12- to 60-in. **Circle No. 309.**

Eldon—Eldonwal™ mounted accessories include vertical file box, hanging files, letter trays, and four-division sorters. Products create functional use of wasted wall space. **Circle No. 323.**

Atelier Int'l.—Expanded collection of marble and ceramic accessories includes two solid marble ashtrays carved from polished black Portoro or verde antique marble. Items feature wide, flat rims in 8- or 10-in diameters. **Circle No. 310.**

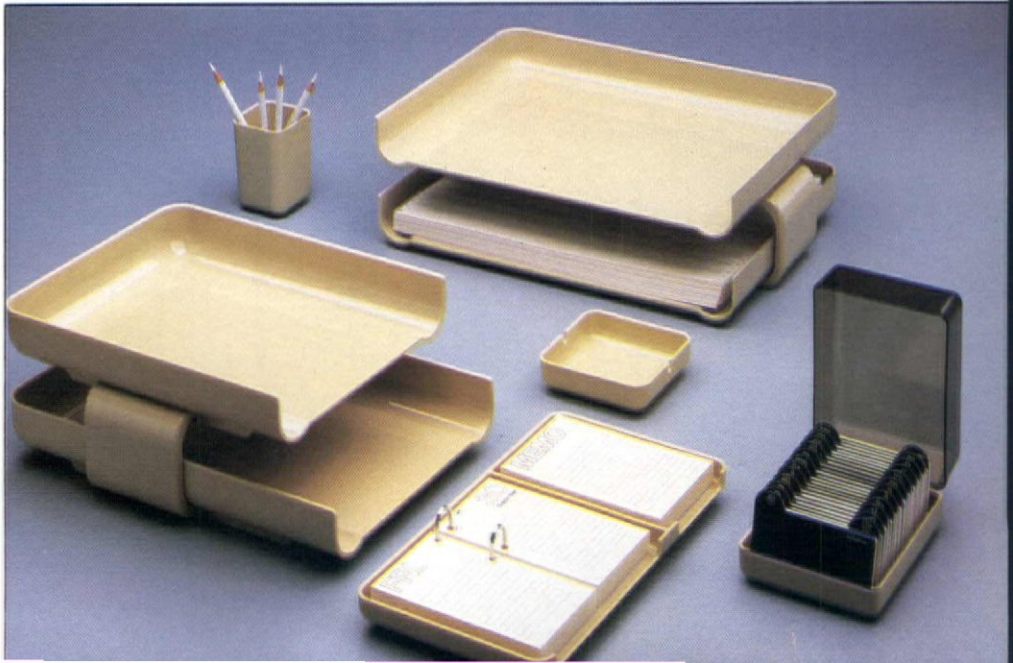
Dapco—"Series 1000" items are constructed of imported leathers and carved hardwood. Shown are desk pad, pen holder, and letter tray. **Circle No. 311.**

Rubbermaid—Rounded, radius design exemplifies the Form 1000™ collection. Side-opening data tray holds standard data processing printouts. Other items available include calendar/memo pad holder, business card file, rotary/V-card file, ashtray, and desk pad. **Circle No. 312.**



Smith Metal Arts

Rubbermaid



DESK ACCESSORIES

Modular track arrangements gain popularity

Business Accessories—Executive accessories are offered in aluminum, wood, leather, and vinyl. Solid aluminum tray bodies have Anadine finish with interiors of black or chocolate leather or vinyl. One-piece waste baskets and planters are also available. **Circle No. 314.**

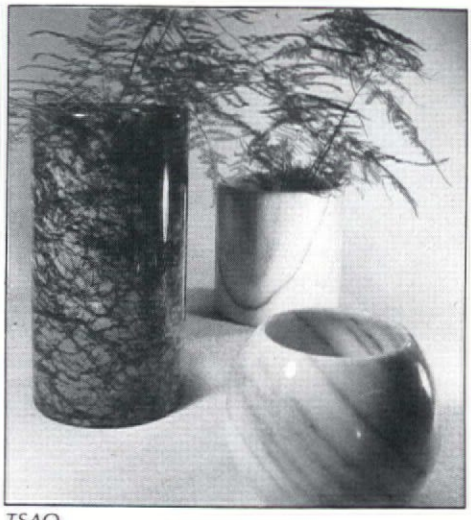
TSAO—Collection of desk top planters, vases, ashtrays, and bookends feature polished black, white, or greenstone marble. Styles V-12, V-7, and V-6 are illustrated here. **Circle No. 315.**

Gift Craft Leather—"Elliptica" series of hand-crafted leather, designed for executive, secretarial, and conference room areas, features contemporary styling. Items offer modular capabilities. **Circle No. 316.**

Allyn Bank Equipment—Custom digital Date-Write® items feature radius design. Solid brass model (shown) includes ashtray, four-compartment forms holder, digital clock calendar, waste drop, calculator, and theft proof pens. Product is offered in seven metal finishes. Special Model-S is available in any shape, size, or component arrangement. **Circle No. 317.**



Business Accessories

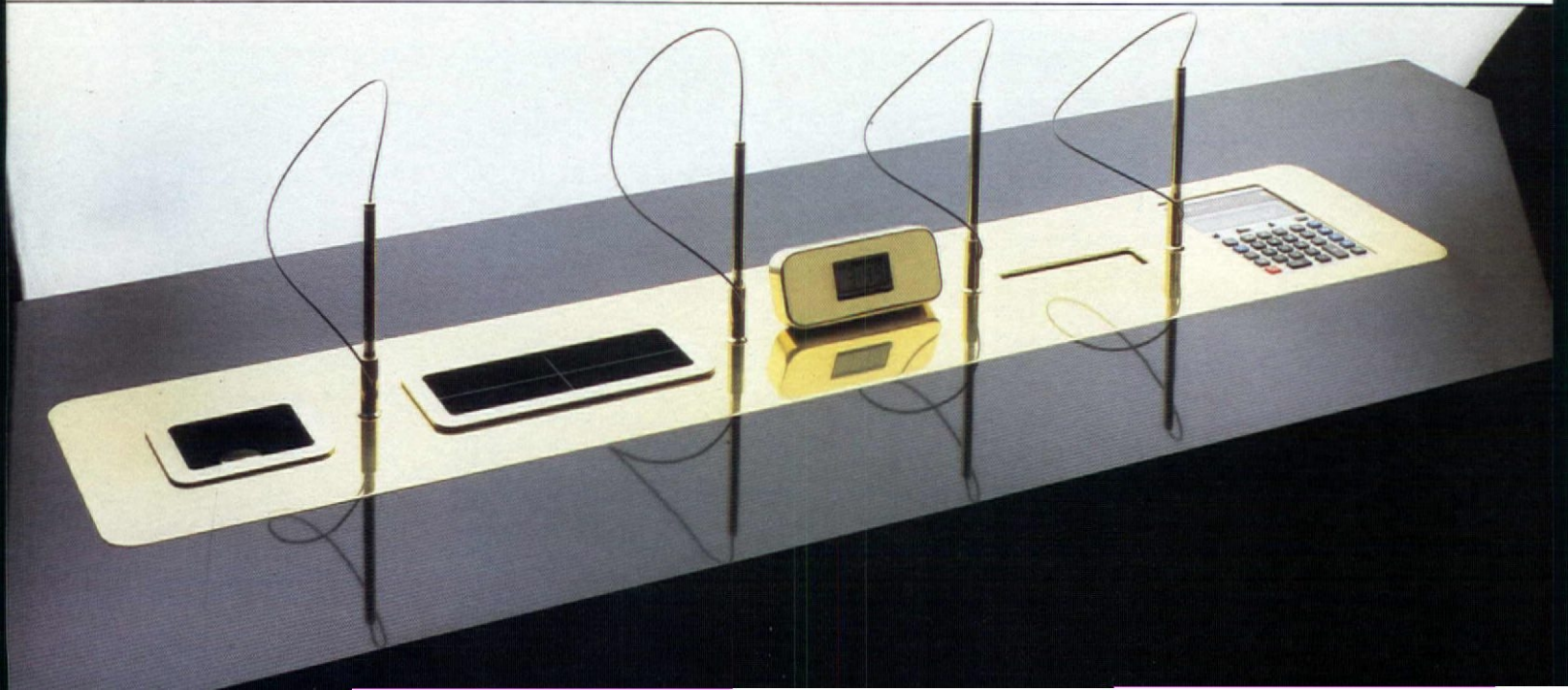


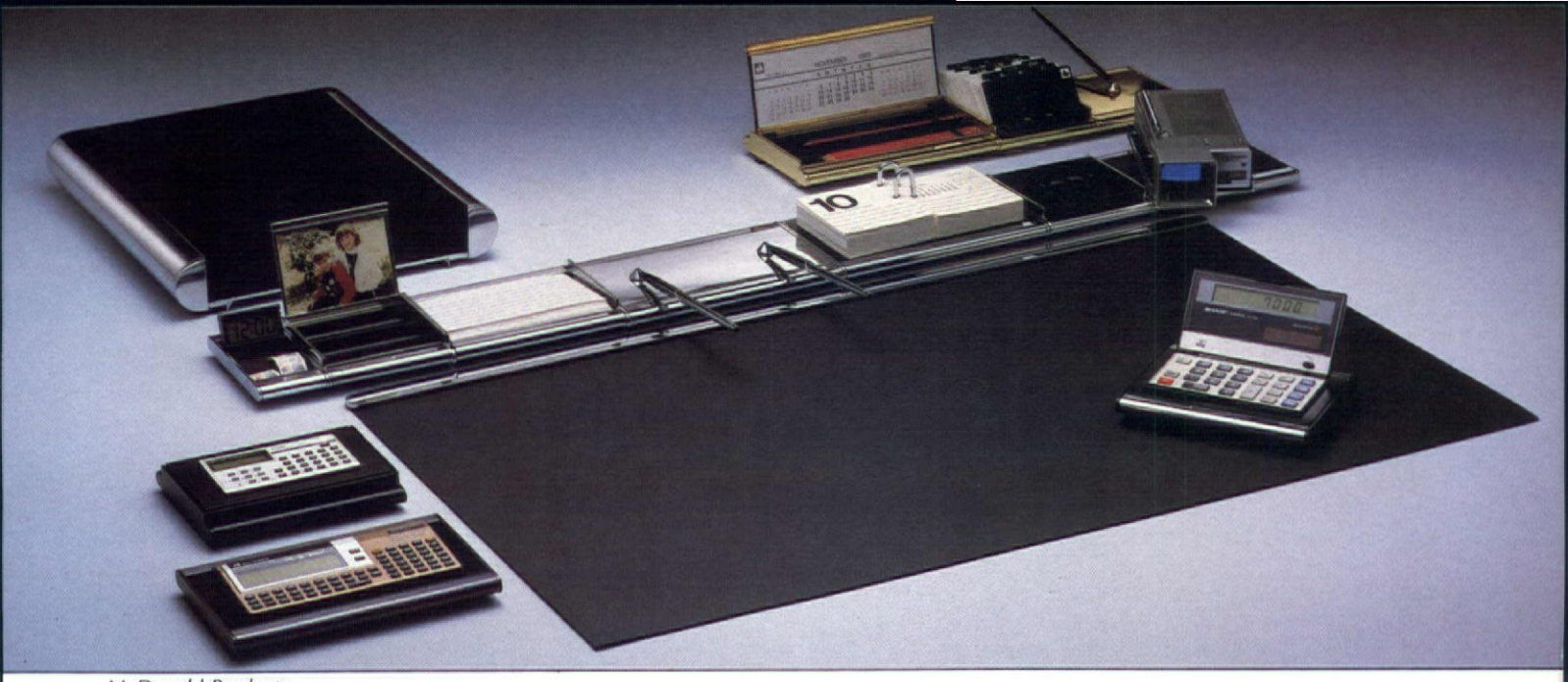
TSAO



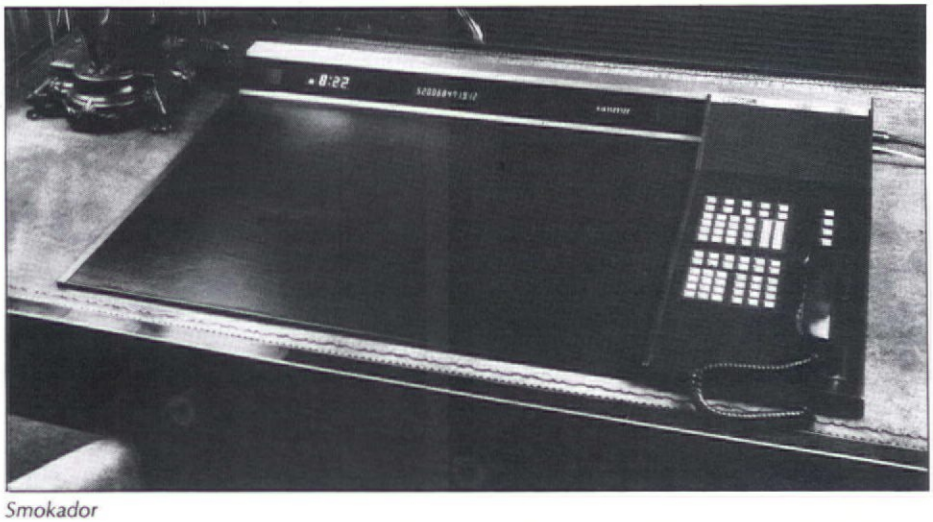
Gift Craft Leather

Allyn Bank Equipment

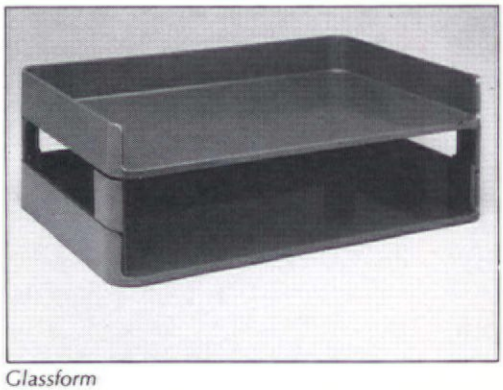




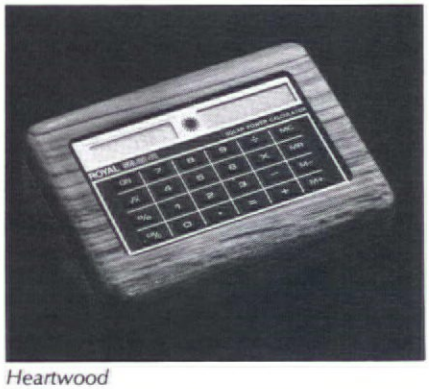
McDonald Products



Smokador



Glassform



Heartwood

United States Picture Frame



McDonald Products—Modular ConTrac 7000 series components include 1½-in. black and white television, analog clock with alarm, electronic computer calculator, and solar-powered calculator with memory. Products are connected by a self-storing clip. **Circle No. 318.**

Smokador—Beneath the leather surface of the EDO System 600 a multi-function microprocessor console houses a hands-free speaker phone, clock/alarm, and three-memory calculator. Product features tape cassette jacks for recording of phone conversations. **Circle No. 319.**

Glassform—Group II accessories' side-opening letter tray is available with 3½- or 6-in. stacking posts. Dimensions of each tray are 10.8-by 15.7-by 1.7-in. **Circle No. 320.**

Heartwood Creations—Solar-powered desk calculator base features hand-crafted teak wood with a sliding dovetail front. Base doubles as a hiding place for private data. **Circle No. 321.**

United States Picture Frame—Ultra Gloss FrameMica™ laminate molding offers custom art framing. Product is available in 20 colors and five woodgrains. **Circle No. 322.**

CONTRACT CARPET SPECIALIST

A Western floor dealer/installer provides early planning aid

A technological revolution in the carpet industry has created a new category of expert in the contract area, the commercial contract carpet specialist. Much more than a dealer or installer, a knowledgeable contract carpet specialist often will be called in during the earliest stages of a building project to offer performance-related solutions that eliminate problems.

One such carpet specialist is Barry Schneider, senior vice president, Monroe Schneider Associates, who responds to CONTRACT's questions on contract carpet specification and installation. The company has grown from a three-person operation in 1965 to one which now employs more than 400 people in offices located in San Francisco, Las Vegas, Reno, Dallas, and Houston. The firm concentrates on commercial office development for such companies as Trammel Crow, Cadillac Fairview, Bank of America, Bechtel, and Gerald D. Hines, among others.

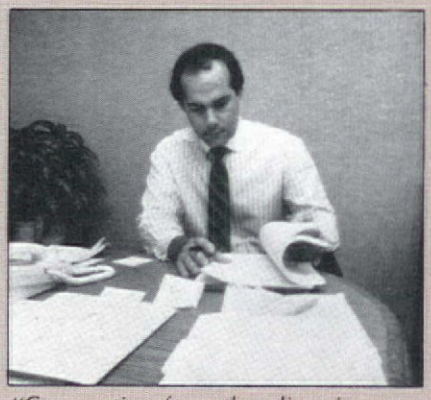
Featured here are questions posed by CONTRACT along with Schneider's replies,
which deal with a range of carpet specification criteria.

CONTRACT: Do you have, or can you recommend, a model carpet specification that could be used as the basis for selecting carpet for general office use?

SCHNEIDER: A 'model specification' is strictly a myth. There is no one carpet that is right for all jobs and no specification that can be used for most jobs. In a single job, for instance, it may be necessary to develop as many as a half dozen different specifications to assure the selection of carpet that will perform successfully for the various conditions, locations, or functions of those environments.

CONTRACT: If that is the case, how can an architect, designer, developer, owner, or tenant be sure of getting a carpet installation that will meet esthetic requirements, perform well over a period of time, and show the right kinds of economies in life-cycle costing?

SCHNEIDER: Cooperation from the client is necessary in defining 10 basic use requirements. Their independent impact on a particular job can change



"Cooperation from the client is necessary to define the basic use requirements of carpet and develop a 'carpet profile'."–SCHNEIDER

according to the overall objective of the application. But once we have been apprised of job requirements and know how they rank, we can develop a 'carpet profile' to fit each application.

CONTRACT: Do you have a checklist that you use in establishing the 10 requirements? And how do you assign their ranking for different jobs?

SCHNEIDER: There are probably more than 10 elements. Job conditions will mandate which of them are most important. When evaluating a specific job, the need is to look at a wide number of aspects, such as:

- *Traffic patterns and type of traffic.* Is it foot, wheel, or a combination? Heavily trafficked areas dictate a pile texture that will provide maximum appearance retention. Areas with frequent wheel traffic such as airports and hospitals, require carpet specifically constructed to resist pile crushing, edge-raveling, and back delamination. Proper attention to specifications can describe a carpet that will preclude all three.
- *Floor layout.* The size of the floor is important, but so is the kind of space planning that is involved. Open landscaping presents a particular set of challenges. A basic premise behind open planning is the desire for increased user flexibility. Modular carpeting is compatible with this objective, because it retains a great many options for future change in the office environment. Open landscaping also increases the distance from one fixed wall to another, which may lead to recommendation of a glue-direct installation.

Large floor areas can be a problem for side-to-side or end-to-end color matching and uniformity. Coupled with open landscape design, which minimizes the availability of enclosed (dry wall) areas, specification of an appropriate dye system is imperative.

- *Desired life expectancy.* A client owner-user may well have long-term plans for the space. Therefore, life cycle benefits, which include reduced maintenance costs and delayed replacement, will be considered a major element. On the other hand, if the building will be sold in a short period of time, or if the character of most tenant leases is of short duration, durability of the carpet is much less important.
- *Lighting conditions.* Daylight, incandescent and fluorescent lighting each have a different effect on colors, especially the paler shades. Also, loop pile carpet will refract light; cut pile will absorb it, making the texture appear darker than the same colored product constructed in loop pile.
- *Characteristics of the application.* Will fixed or demountable partitions be used? This can affect the decision to install carpeting prior, or subsequent to installation of partitions.
- *Wiring.* Flat power telephone cable, which dictates use of modular carpet, is a relatively new element in planning that must be considered early.
- *Kinds of equipment to be installed.* With some electronic equipment, humidity and static problems are concerns that must be dealt with at the onset of planning.
- *Will a floor have a single occupant or many?* This element can affect the recommendation of a dye system, as well as the method of installation.
- *Acoustics* is a consideration in open office plans.
- *And, of course, there is budget,* the element that most frequently supersedes all others.

These elements have to be ranked in order of importance for a given application before one can even start to specifiy an appropriate construction.

CONTRACT: With the givens ranked in order of importance, what other considerations must be taken into account?

SCHNEIDER: The listed elements, or givens, of a job may seem simple com-

CREATES IDEAL FLOOR SPECS

to assure carpet specifications that meet exact needs of client

pared with the other factors that apply to carpet specification. To name a few, there are: fiber, face weight, dye systems, texture, density, construction, backing type, method of yarn setting, luster, tip definition, twist levels, second machine gauge. Backing materials can be synthetic or organic. Yarn setting can be continu us or autoclave. Is more bulk and a more textured look desired? The answer may be autoclave setting. But for a more refined, velvet look, continuous heat setting is preferred. Beck dyeing may be satisfactory for relatively small yardage, but can present overall installation uniformity problems when large open areas are involved. That's where a yarn-dyed fabric may be needed. Should the spec be level loop, textured loop, cut and loop, or cut pile? Solid colorations, tweeds, heathers or berbers? Is the spec going to be woven, tufted, or fusion-bonded carpet? What about carpet tiles?

CONTRACT: What are the considerations in specification of fiber type to be used in the carpet?

SCHNEIDER: Eighty percent of contract carpet used for major jobs today is nylon. Recently, new lusters have been introduced that permit nylon to offer a wool-like look that has always been popular, along with superior performance that makes nylon preferred from the standpoint of wear and appearance retention.

CONTRACT: Can you cite an example of how you work with a client to specify a carpet?

SCHNEIDER: We recently installed carpeting for Cadillac Fairview in its new Pacific Place development in Dallas. This represented the initial installation for a company we started to work with more than a year-and-a-half before. A Canadian-based corporation, Cadillac Fairview is now one of the largest developers on the North American continent. During the next several years it will be developing some 6.5 million sq. ft. of commerical space in Texas. Our challenge was to elicit as many anticipated use requirements from our client as possible and then suggest performance-related components to culminate in the most efficient carpet specification that could be achieved.

Cadillac Fairview marketing studies indicated that a significant percentage of its space would be leased to full-floor tenants with an average lease duration exceeding five years. Most Cadillac Fairview buildings contained floor areas in excess of 25,000 sq. ft. Due in part to large floor areas and the need to follow current space-planning trends, the client agreed that carpeting should be compatible with open landscape-designed floors. Because new construction represented its first move into the Texas market, the client wanted to project a quality image, while adhering to a conservative budget.

Developing a specification that would meet these requirements and please the principals involved eight months of research and compromise, but the result was a top-of-the-line, high performance commercial carpet, manufactured by Lees.

Cadillac Fairview development, marketing, property management, and construction staff expressed concerns which covered the functional as well as the esthetic. In addition, Phyllis Ransopher, associate, Andre Staffelbach Designs & Associates Inc., Dallas, the space planning firm for several Cadillac Fairview buildings in the Metroplex area, significantly contributed to the process of developing correct specifications.

Anticipation of five-year-plus leases, coupled with the owner's intent to retain the finished building for long-term investment purposes, directed early emphasis toward life-cycle benefits analysis.

In most cases, an owner will spend more than the original carpet investment on maintenance over the life of the floorcovering. Appearance retention level of many available popular products is such that the anticipated replacement cycle may precede the time in which a normal tenant lease may be renegotiated. Obviously, if the carpeting has not performed well up to the point of the lease option renewal, the developer will most likely get stuck with the added cost of carpet replacement. Thus, our initial recommendation to Cadillac Fairview was to use Du Pont 'Antron' XL nylon, which provides maximum appearance retention characteristic throughout usage.

To maximize carpet performance, owners wanted some form of looped carpet, so we narrowed the yarn to bulked continuous filament nylon. This is an important step because, once it is identified, we are able to direct our attention to the yarn processing and dye methods to be employed. For the large floor areas and proposed open landscape design, we strongly urged the use of some form of yarn dyeing, although admittedly, this would add to the cost. Had the floors been smaller or more dry wall (full height) partitioning used, or had marketing studies predicted more multi-tenant floors, some form of piece-dyeing might have been acceptable. Since none of these conditions were expected, the recommendation was for yarn-dyeing.

From an esthetic perspective, Cadillac Fairview wanted a soft, monochromatic look. It was decided that a cut/loop construction might provide an answer. To move away from the 'barber-pole' look of dyed-in-the-singles-and-piled traditional yarn-dyed fabrics, we had samples produced in a six-ply equivalent, air-entangled dye process. This created a desirable degree of color-blending and the overall 'look' was very pleasing to the owner and space planner.

The eventual specification was a 32-oz., yarn-dyed (air-entangled), six-ply equivalent Velva-loop product in nylon from Lees. To eliminate the possiblility of mold and mildew so prevalent in the Southwest marketplace, we recommended 100 percent-synthetic backing material.

CONTRACT: How important is installation?

SCHNEIDER: Late installations can delay tenant move-ins and drastically affect cash flow, among other economic problems. Any job can be ruined by a poor installation, so we keep highly trained installers on our own payroll to best serve the client and solve scheduling problems. Developers often see the floorcovering contractor as just another subtrade, but since we are the last subtrade prior to revenue start-up, efficient functioning becomes extremely significant. We always try to see to that. □

Leather's Natural Markings Customize Furnishings

Patterns inherent in leather & suede textiles add individuality to seating, desk, & table designs

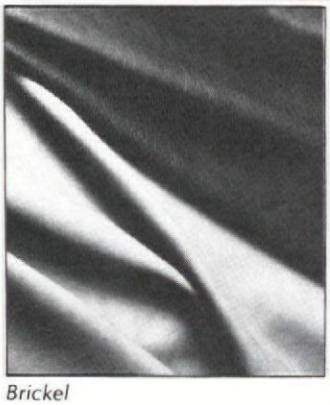
International Fabrics



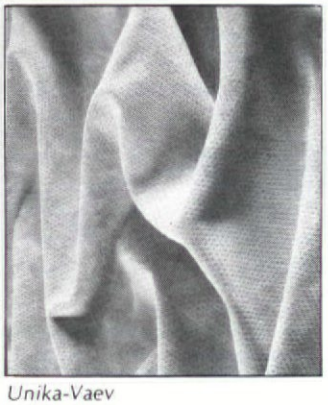
International Fabrics—New European leathers in a broad range of color choices are offered. Half-hide lots can be ordered. **Circle No. 348.**

Brickel—Cabretta and Doeskin leathers are made from hides bred to reduce scratches; markings are inherent to the skins. Swiss Cabretta in six colorways is aniline-dyed with an added pigment that enhances surface color. German Doeskin is also aniline-dyed in six colors. **Circle No. 345.**

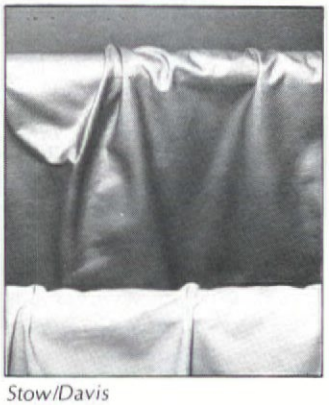
Unika-Vaev—Perforated Suede styling permits leather to breathe, thus providing user with greater comfort in hot or cold weather. Eight colors are offered. **Circle No. 344.**



Brickel



Unika-Vaev



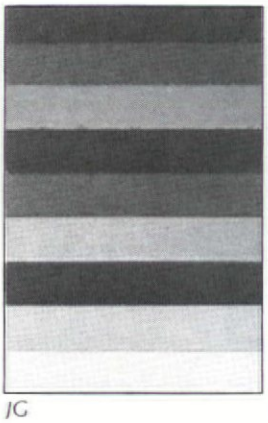
Stow/Davis

Stow/Davis—Four leathers and a suede textile comprise firm's leather textile offerings. A variety of dye and finish options are available. **Circle No. 349.**

Atelier International—Cab chair is offered with leather upholstery from firm's own collection. Options include natural, black, red Russian, white, gray, or Bordeaux saddle leather. **Circle No. 350.**



Atelier International



JG



Brayton

JG—Oyoroi leather collection includes top-grain hides in 18 hues designed to match firm's Koko fabrics. Textiles are fire-retardant. **Circle No. 380.**

Brayton Textiles—Imported and domestic aniline-, semi-aniline-, and vat-dyed leathers are available in 18 standard colors. Shown is Tucson leather series. **Circle No. 347.**

Harvey Probber—Raphael three-seat sofa and lounge chair is upholstered in the firm's European, aniline-dyed, glove leather. A total of 16 colors are stocked for use on any of the firm's domestic furniture pieces. **Circle No. 351.**

J.P. Blomquist—Aniline-dyed, drum-impregnated upholstery leathers in a range of colors are stocked by the firm. Custom dying is also available. **Circle No. 352.**

Pace Collection—Mattatore sofa is shown in firm's glove leather but is also offered in a wide choice of Pace Collection suedes. **Circle No. 342.**

CI Designs—Expanded leather collection includes a wide range of new colors. Special color matching is also offered. Imported and domestic leathers can be purchased by the hide or as upholstery for firm's furniture. **Circle No. 343.**

Custom Resources—Firm imports and supplies fine domestic and European leathers and suedes to the U.S. specifier market. Perforating and custom coloration services are available. **Circle No. 339.**

Van Waters & Rogers—Elmo leather is available for quick delivery in a wide range of colors. Products are made of aniline-dyed, Scandinavian hides. **Circle No. 346.**

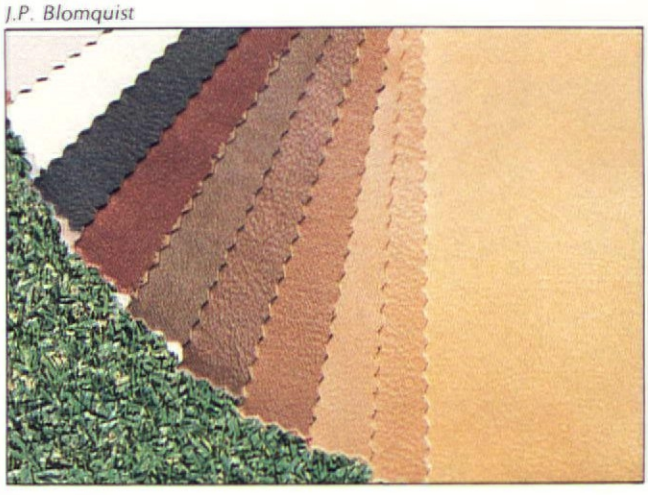
Kimball—Leather selections include two styles in 55 colorations for seating and desk tops. Shown is firm's 7500 series desk with contemporary aniline-dyed Nutra leather top. Traditional Collection leather series includes 28 colorways. **Circle No. 340.**

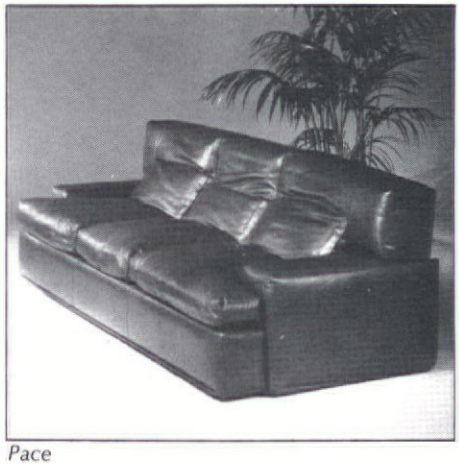
Lee Jofa—New leather collection includes Strauss, a light-grained leather in 15 colors designed to complement firm's fabric lines. Leathers are lightly buffed for a supple hand. **Circle No. 360.**

Harvey Probber



J.P. Blomquist





Pace



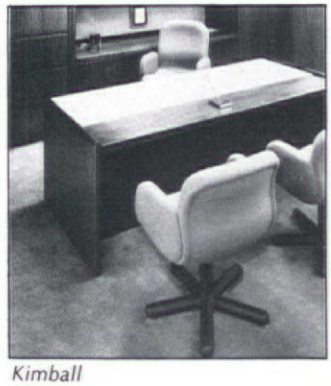
CI Designs



Custom Resources



Van Waters & Rogers

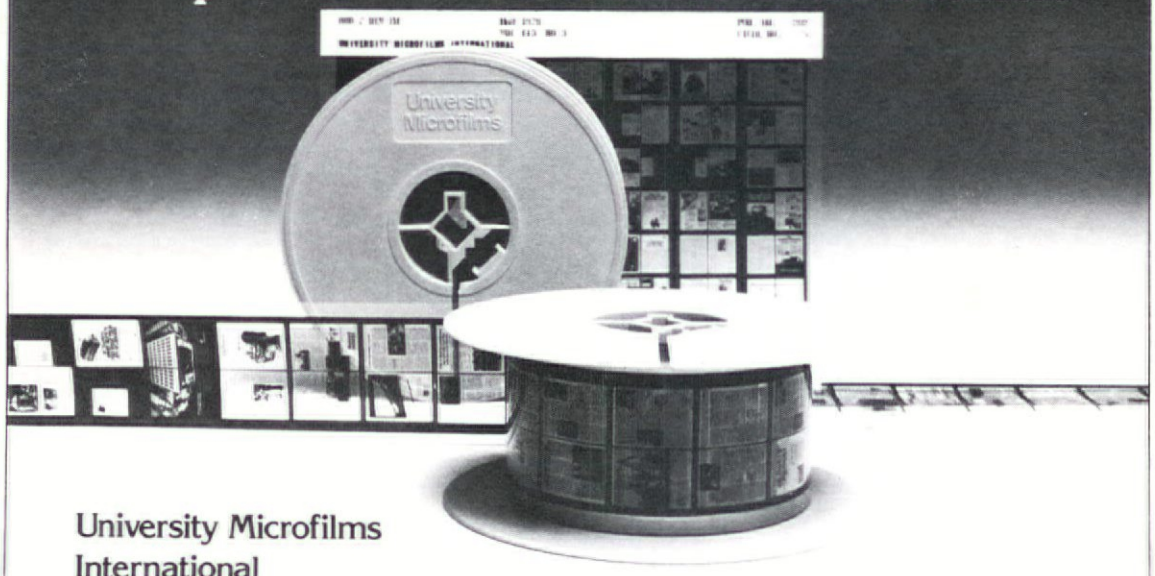


Kimball



Lee Jofa

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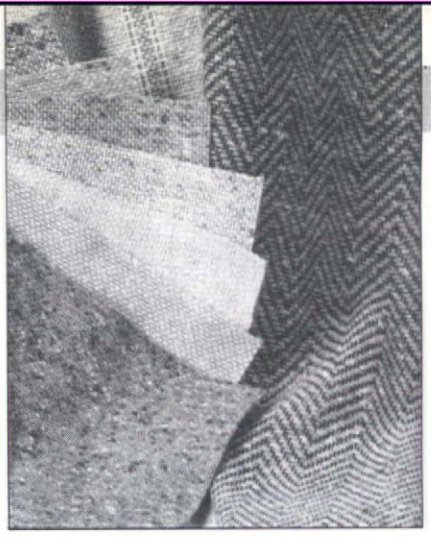
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Mirrored chrome strips enhance contemporary line

Indiana Desk—700 Radius series features radius-edge styling with mirrored chrome reveal strips and recessed panels on all desk sides. Oak or walnut veneers are standard on all end- and back-panels. **Circle No. 332.**

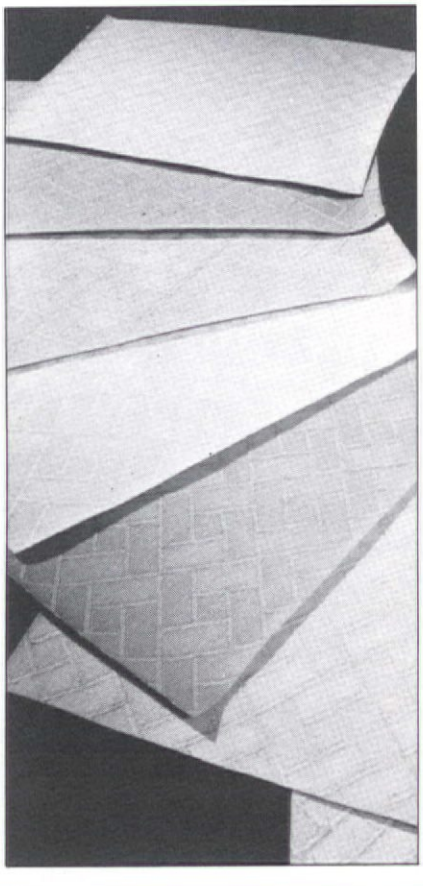


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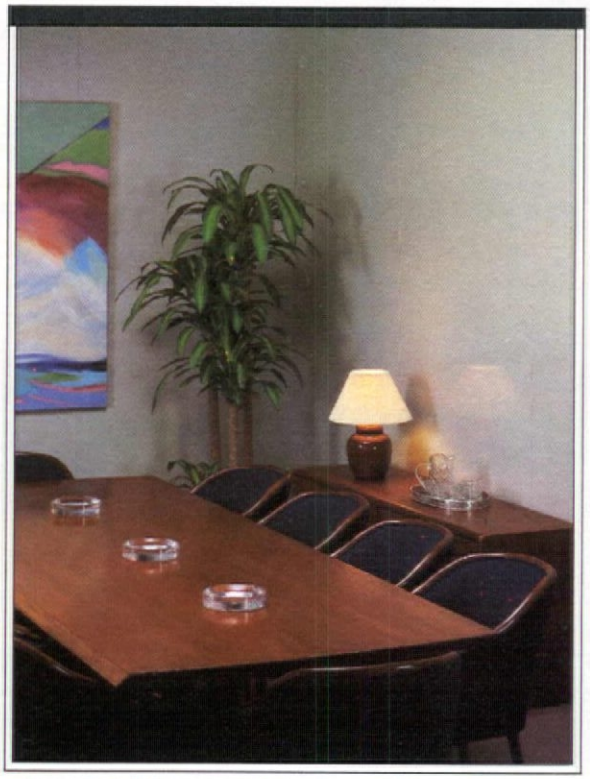






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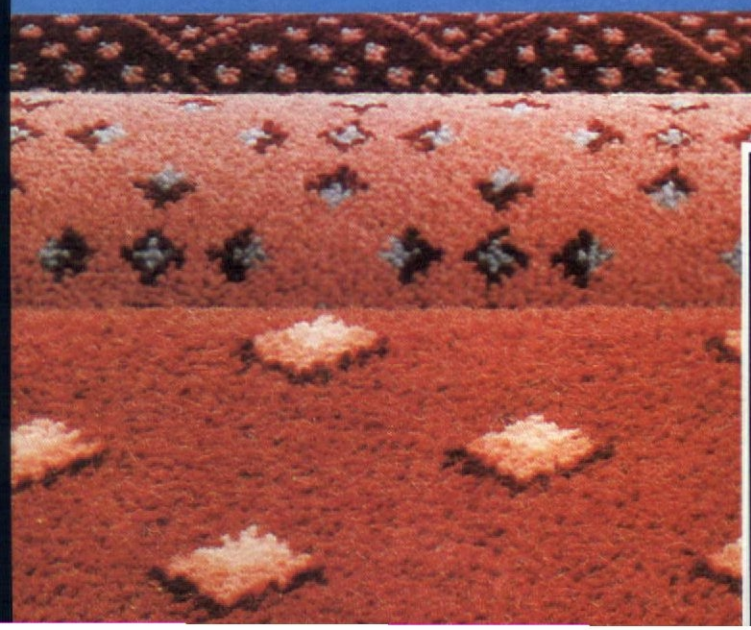
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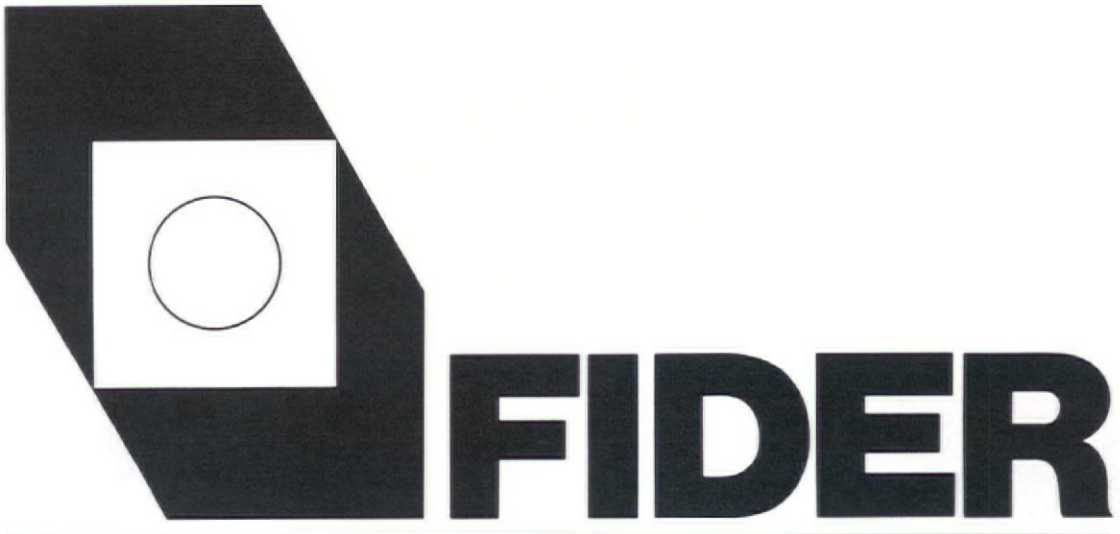




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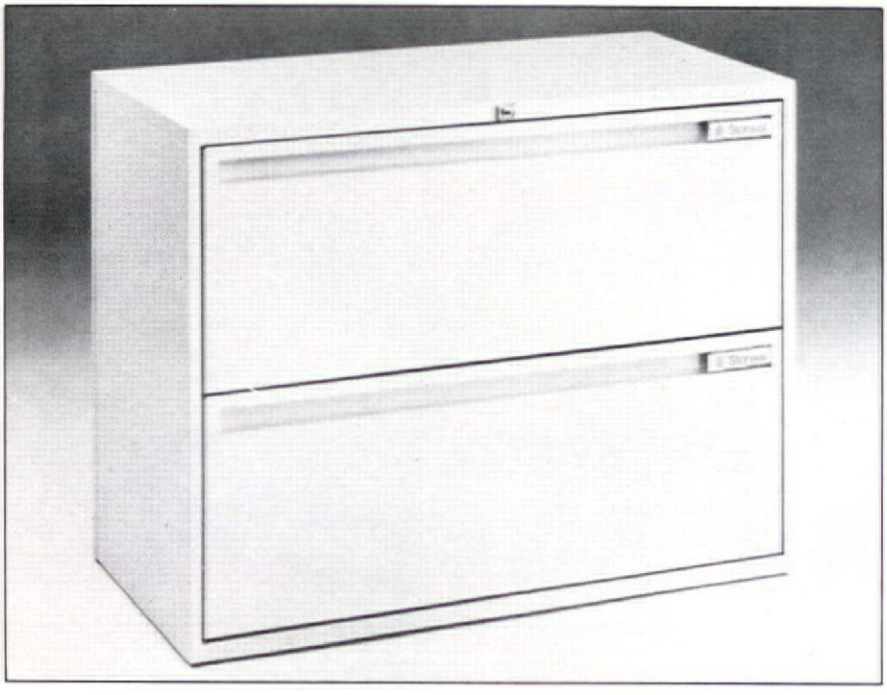


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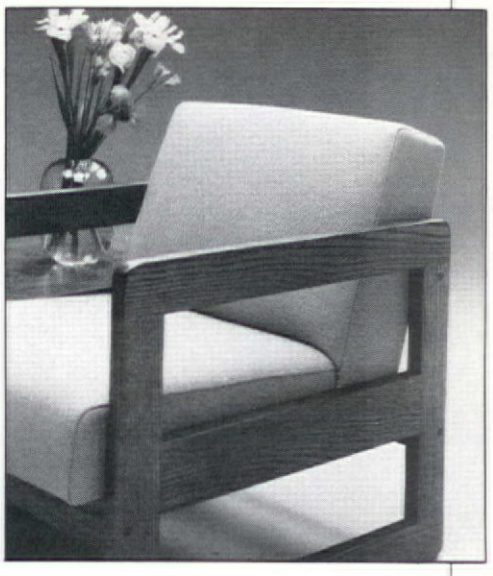
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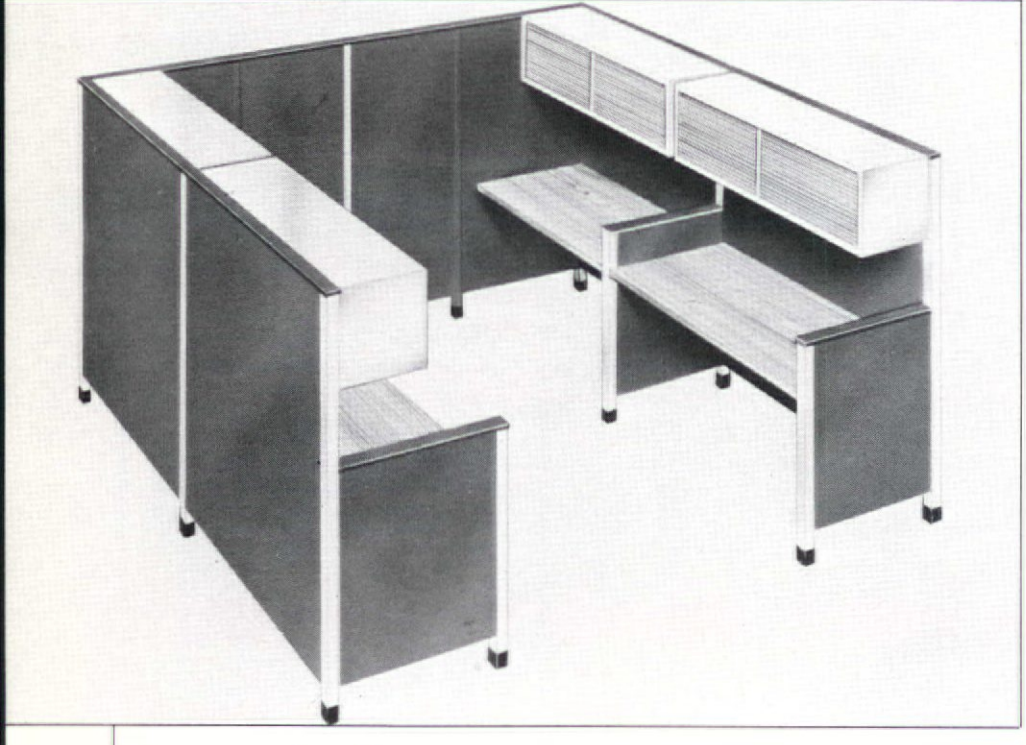
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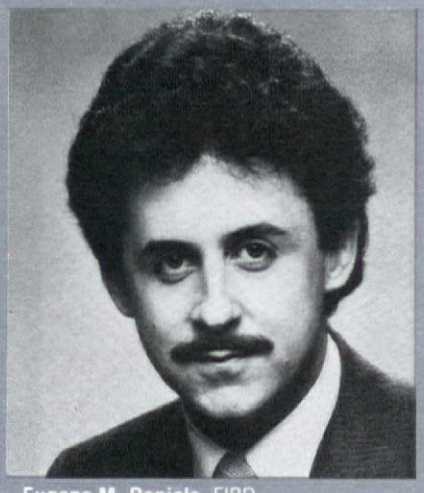
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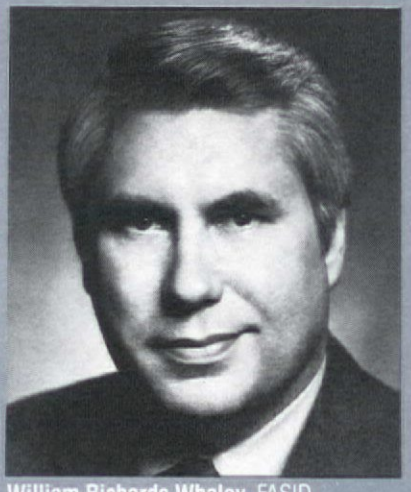
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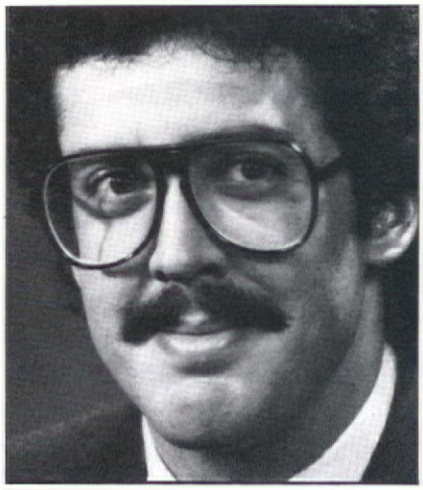
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- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
- others which relate to interior design education, accreditation, or the accreditation process.

A contribution to the Joel Polsky/FIDER Endowment will demonstrate your interest in the future of the interior design profession and your commitment to quality education which meets the needs of society, students, and the profession, and serves as a means of protecting the public against professional incompetence.

To: Foundation for Interior Design Education Research
242 West 27th Street
New York, NY 10001

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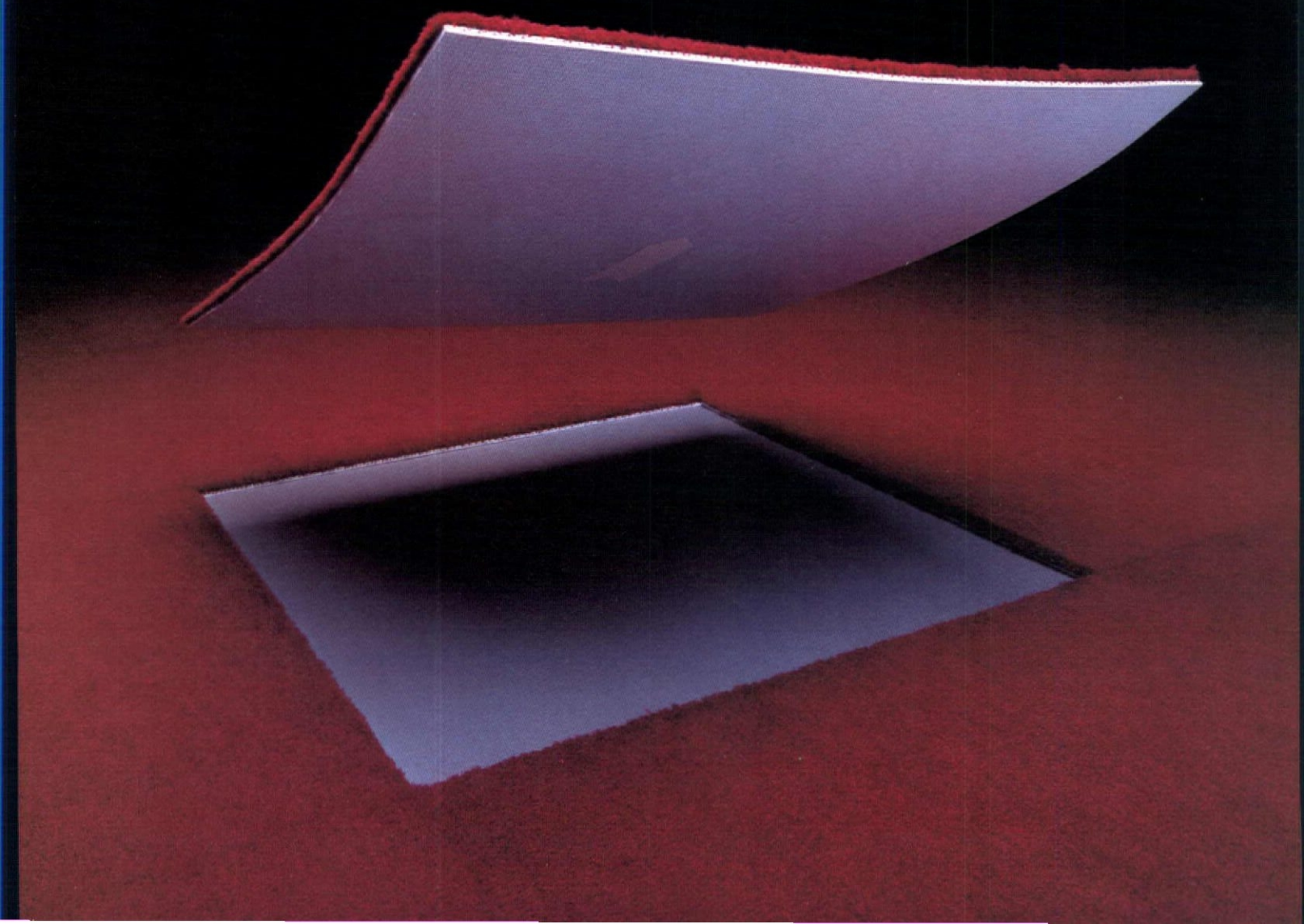
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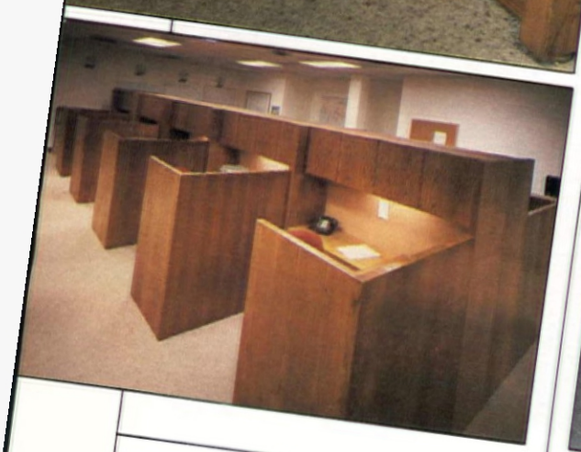


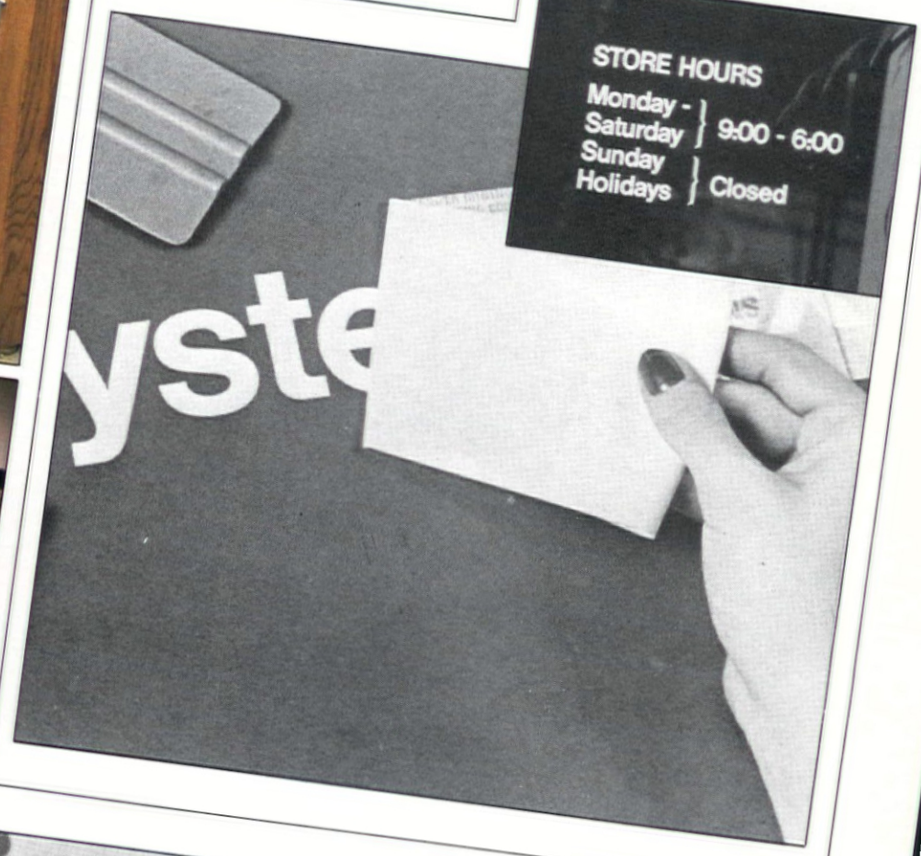
Corporate components detailed in wood

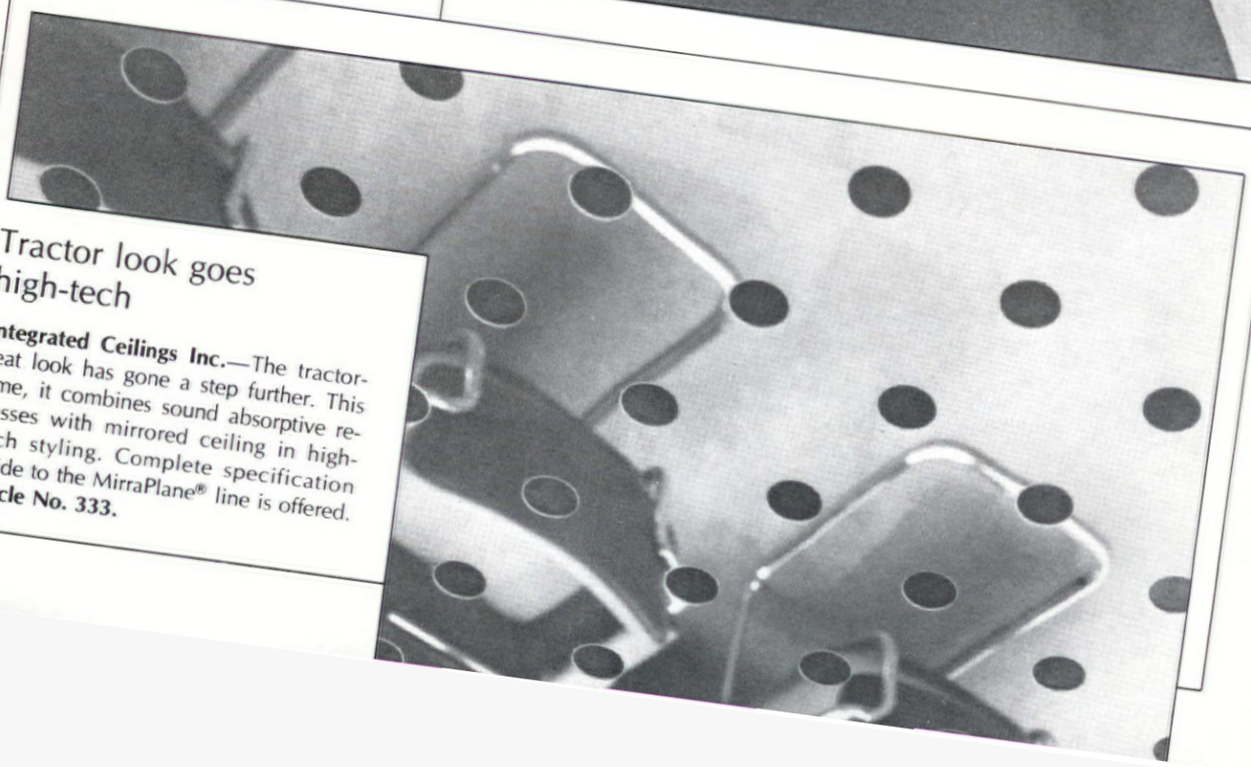
Crayton Furniture—"System J" is designed for secretarial and middle management workstations in selected hardwoods. A variety of upper storage components, worksurface configurations, and cabinet/pedestal units are available. **Circle No. 336.**

Lettering is easy to apply

Systemtext—Pressure-sensitive lettering uses 3M Scotchcal® and Scotchlite® vinyl and reflective films. In all, 31 colors are offered. System allows signage to be applied to any clean, dry surface in seconds. Letters and symbols are available. **Circle No. 324.**







Tractor look goes high-tech

Integrated Ceilings Inc.—The tractor-seat look has gone a step further. This time, it combines sound absorptive recesses with mirrored ceiling in high-tech styling. Complete specification guide to the MirraPlane® line is offered. **Circle No. 333.**

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Spacesaver understands the value of space... and commends its intelligent and creative use. By recapturing wasted non-productive aisles, we double storage capacity without increasing the original space... or save 50% of space with the same storage density. Spacesaver is the leading manufacturer of high-density mobile storage systems in North America. Ongoing investments in superior engineering, advanced "state-of-the-art" electronics and dedicated personnel continuously yield innovative products that excel in the marketplace. Coupled with a life-long commitment to quality, Spacesaver assures distinctive high-density mobile storage systems in appearance, reliability and performance.

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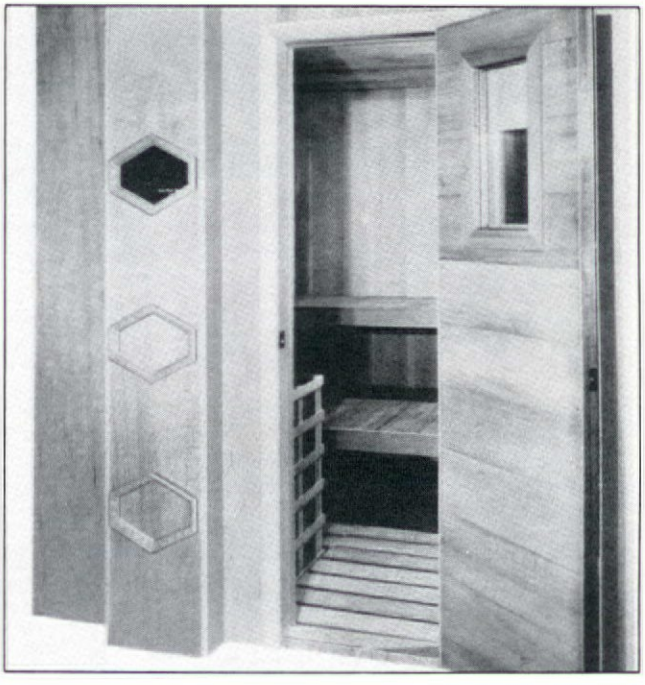


MARBLE TOPS OFF TABLE

A 1-in. thick, bullnose-edge marble top adds the finishing touch to a new table design from **Architectural Supplements**. Table base, shaft, and securing disk are offered with polished chrome or brass finishes. Two sizes are available. **Circle No. 402.**

WIRING ADAPTS SPA FOR IN-OFFICE USE

A turn-key spa/sauna center is offered by **Am-Finn Sauna Co.** for installation in corporate offices. System includes integral hook-up for all equipment and fitness programs for junior and senior executives. **Circle No. 403.**



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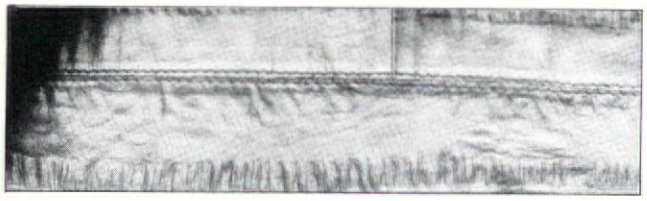
You can create your own arrangement with the modular design and expand as your business needs demand. The components are built to form one continuous working surface with easy movement from one area to the next.

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For more information on the Smarter System and the name of your Samsonite representative call toll free 1-800-52-SMART (1-800-527-6278). 11200 East 45th Avenue, Denver, Colorado 80239.

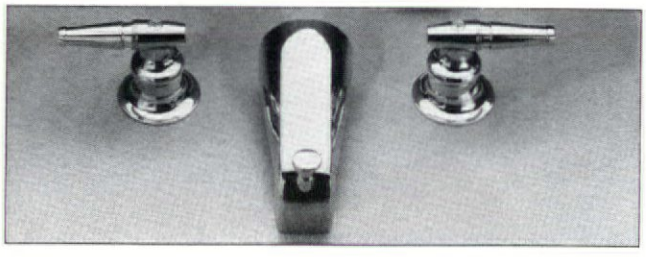
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EXOTIC EEL SKIN OFFERED FOR UPHOLSTERY

Eel skins are offered by **Edward Pashayan** in two patterns. These include Railroad, which combines skins of equal length, and Patchwork, which uses skins of varying lengths to create random patterning. Durable, double-stitched skins are offered in six colors. **Circle No. 341.**



FAUCETS AVAILABLE IN METAL, WOOD, & ACRYLIC

Valleycrest Collection of washerless faucets are offered with metal, wood, and crystal acrylic handles. Manufactured by **U.S. Brass,** they are available with gold, brass, or chrome finishes. **Circle No. 400.**



BRAZILIAN ROSEWOOD CRAFTED FOR LINE

Leif Jacobson firm's 03 Woodhenge series includes office furniture crafted of Brazilian rosewood, English brown oak, teak, walnut, and American oak. **Circle No. 354.**

ATTENTION: FORMER SCOUTS! IF YOU WERE A... CUB SCOUT, BOY SCOUT, EXPLORER OR LEADER

A badge used to be your reward for achievement in Scouting. Now, satisfaction is—knowing that you're helping Scouting shape young lives.

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By joining, you will encourage young people to follow high ideals—the ideals Scouting has always taught.

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National Boy Scout Alumni Enrollment Form

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Please make checks payable to Boy Scouts of America. Your membership fee is tax-deductible.

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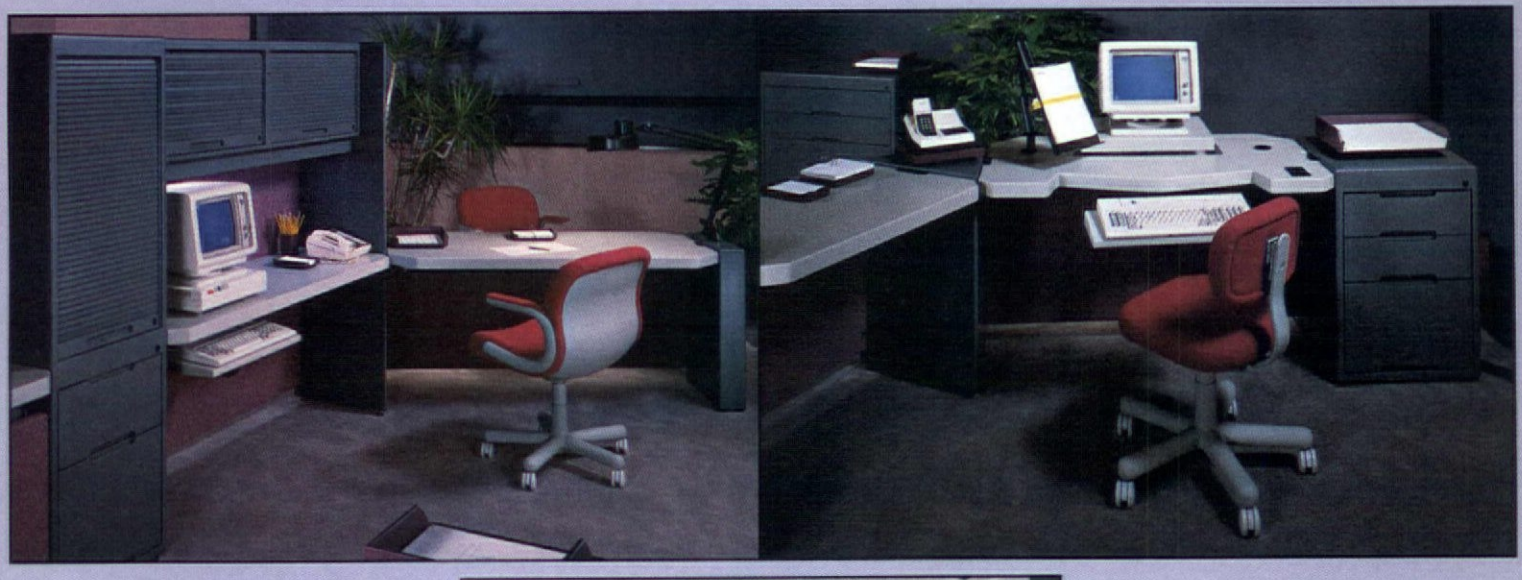
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KIMBALL

Network

Product Design: Rich Thompson
and the Kimball Design Staff

Network, a modular computer support furniture group, is specifically concepted for high-density usage applications. Network provides optimal space utilization and flexibility while incorporating design features and technical innovations that facilitate increased user comfort and efficiency. The articulated keyboard arm, motorized VDT lift and unique interchangeable storage modules, which accommodate every type of electronic media in use, are among the specialized features Network offers. Network is available in coordinated finish colors and textiles for appealing and productive environments.

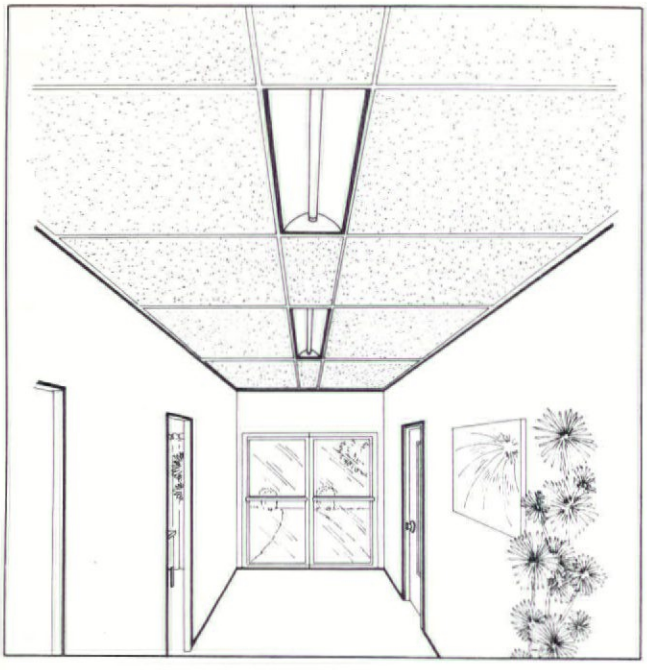




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Showrooms:	Atlanta	Boston	Chicago	Dallas	Denver	Houston	Los Angeles	New York	Seattle
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CARPET LINE DEBUTS AT KNOLL ATLANTA SHOWROOM

Knoll's fabric showroom in Atlanta is also a showcase for the firm's premiere carpet line "Trianon." Tufted of Anso IV nylon, the plush carpet is offered in 40 stock colors. Custom colors are also available for this 12-ft. broadloom or 18-in. modular floorcovering. **Circle No. 397.**

BOOST FURNITURE'S DURABILITY WITH NEW FINISH

Better resistance to fading, chipping, peeling, and rusting is offered by a new powder-coat finish and primer developed by **Woodard** and Glidden Chemical Coatings for the furniture manufacturers' casual furniture line. Eight colors are available. **Circle No. 398.**

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Contact your nearest Tri-Guards distributor or Tri-Guards, Inc. for further information regarding sizes and ordering.

It's true! Tri-Guards protect interior corners with a clear plastic shield that's almost invisible. Tri-Guards let the beauty of the original decor shine through.

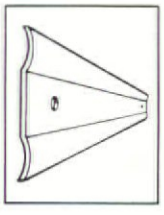
Tri-Guards are practically indestructible. Made from Lexan® , a high impact material developed by General Electric, Tri-Guards won't crack, chip, or dent, even in high traffic areas. Tri-Guards are the thoroughly modern way to protect vulnerable corners.

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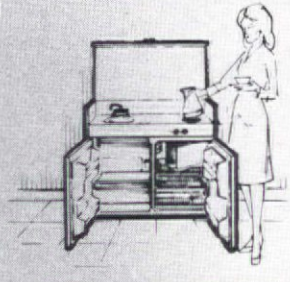
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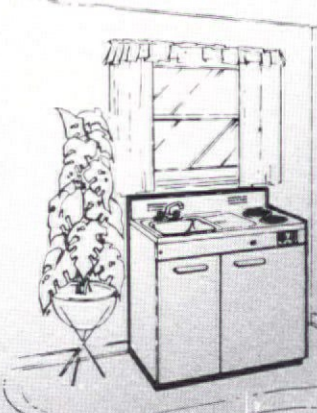
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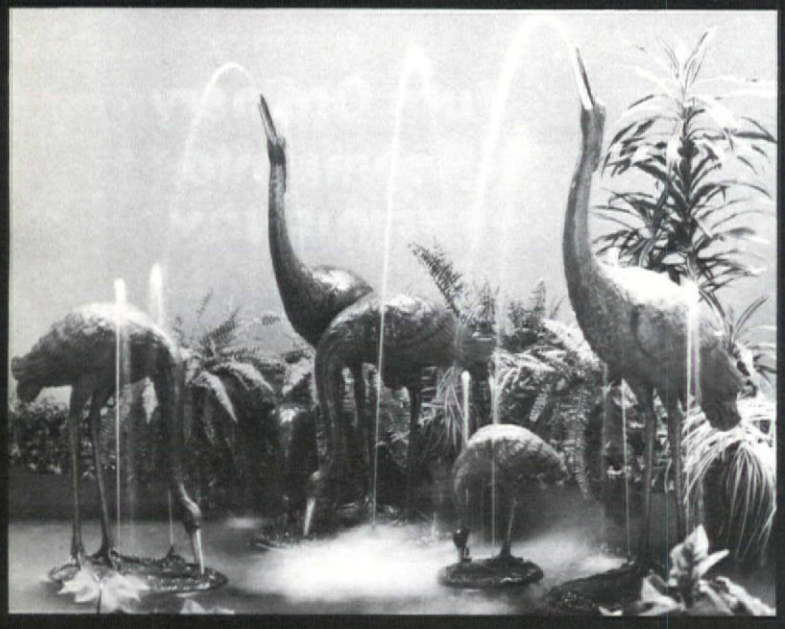
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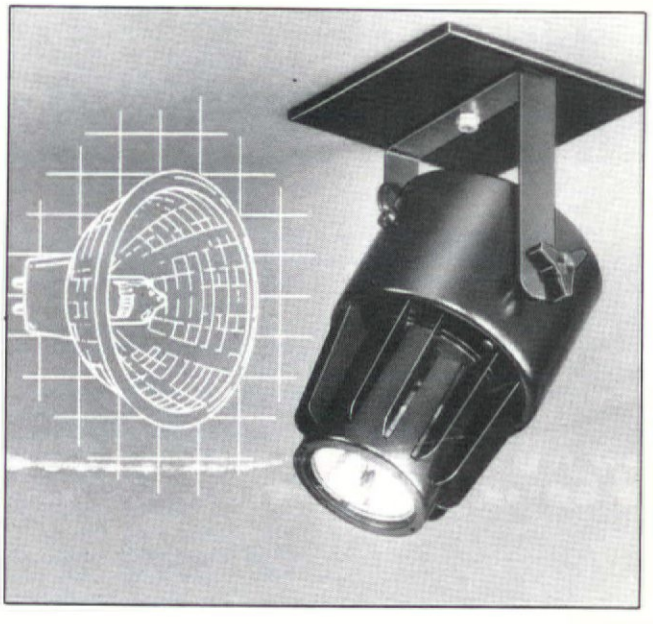
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Flexigrip handles by Newman-Tonks Hardware, Birmingham, England, feature a textured, semi matte surface that prevents hands from slipping. As a result, even weak or arthritic hands can obtain a good grip. One push-pull handle has a large, well-padded triangular section with cushioned recesses that permit user to open doors with wrist or forearm if grip is restricted. Available in the U.S. through **The Ironmonger,** handles are offered in lever-operated, pull, push-pull, fixed/swivel pull, and knob styles. **Circle No. 394.**



GET WHITE LIGHT WITH 50-WATT HALOGEN BULB

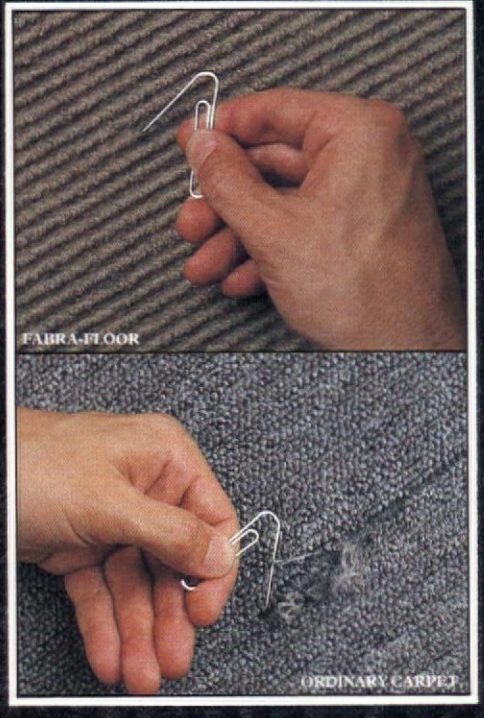
Roxter's Precise 50-watt Halogen bulb offers whiter, brighter light than incandescent bulbs of comparable wattage. Fixture is offered in narrow spot and flood as well as flood beam patterns for track-, ceiling-, or wall-mounting. **Circle No. 395.**

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Fabra-Floor not only won't ravel, it *can't* ravel. Its unique construction locks fibers in place both vertically and horizontally. There are no tufted loops to catch on heels, snag on stray paper clips, or fray around the edges. What's more, it resists static, mold, and mildew. It's non-allergenic. And it comes in 22- and 28-ounce weights that meet flammability standards for virtually every type of public building.



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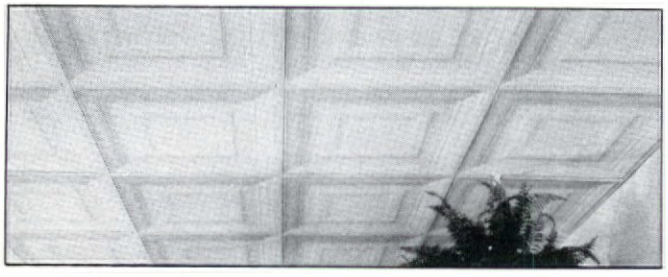
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12 COLORS ACCENT EMBOSSED WALLPAPER GROUP

Nova, a new, embossed vinyl wallpaper design from **Wallmates Vinyl**, is offered by the firm in 12 colorways. Available in 54-in. widths, designs meet all CCC-W-408A requirements. **Circle No. 392.**



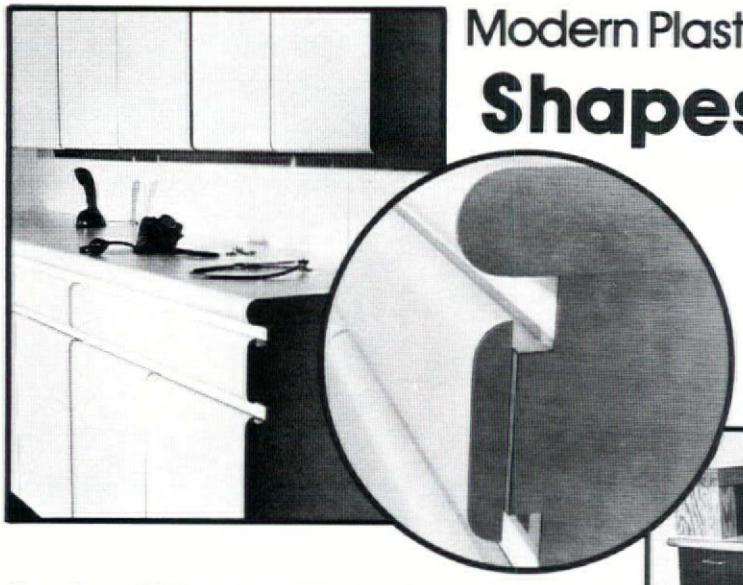
COFFERED CEILING IS ACOUSTICALLY SOUND

Mineral fiber provides acoustical efficiency in a new coffered ceiling tile design from **Yorkraft**. Called Acoustigraphics, tiles fit standard 2- by 2-ft. grid ceiling systems. **Circle No. 393.**



'FINGER' LIGHTING ALLOWS GREAT FLEXIBILITY

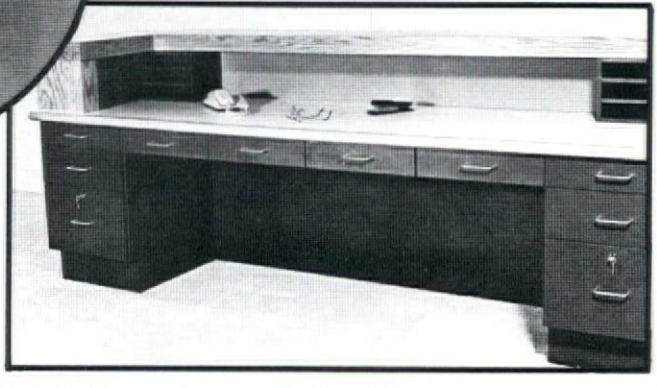
"Finger" lamps by **Shopland Light** are suited to both direct and indirect lighting applications. Lamps are offered in Naugahyde® or Gen on® covering. **Circle No. 404.**



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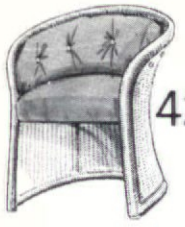


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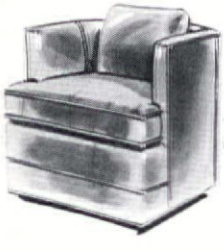
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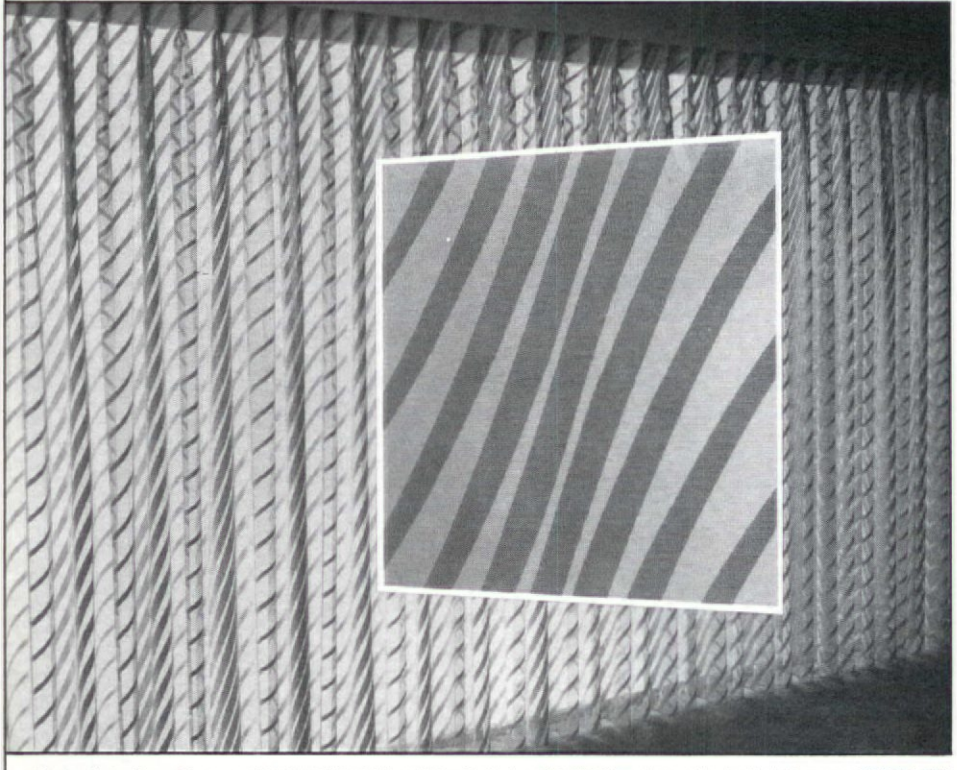
Capri Lighting introduces Odyssey, a quartz-halogen, precise lamp that provides full-spectrum color rendition while consuming approximately one-third the energy of comparable incandescent fixtures. A prominent design feature is a flat, black "snoot" which directs light. **Circle No. 390.**



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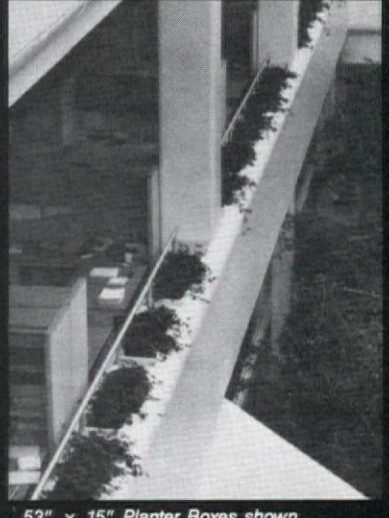
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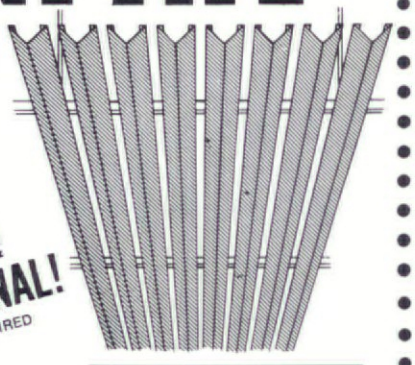
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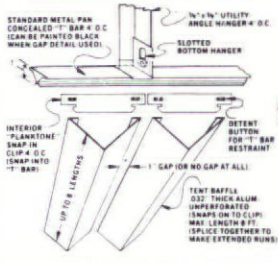
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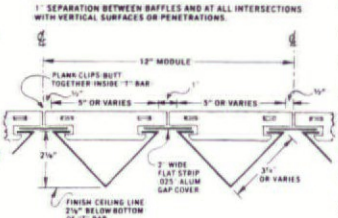
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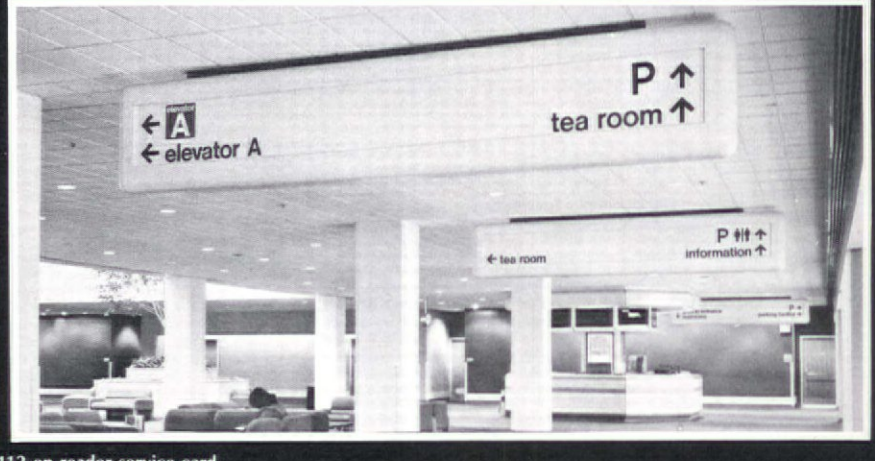
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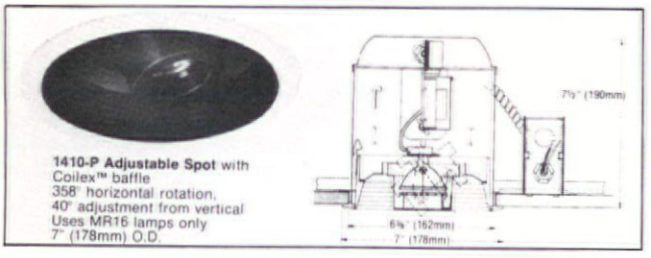
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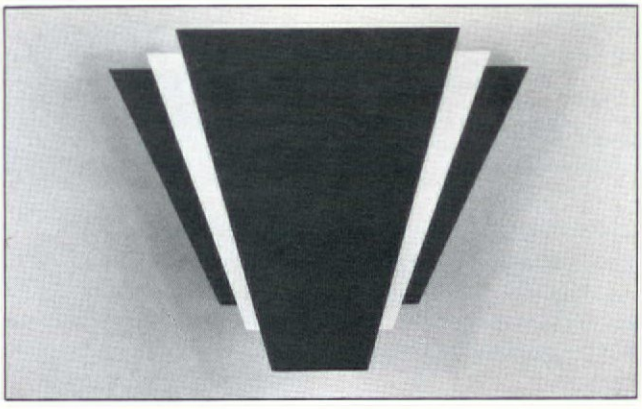
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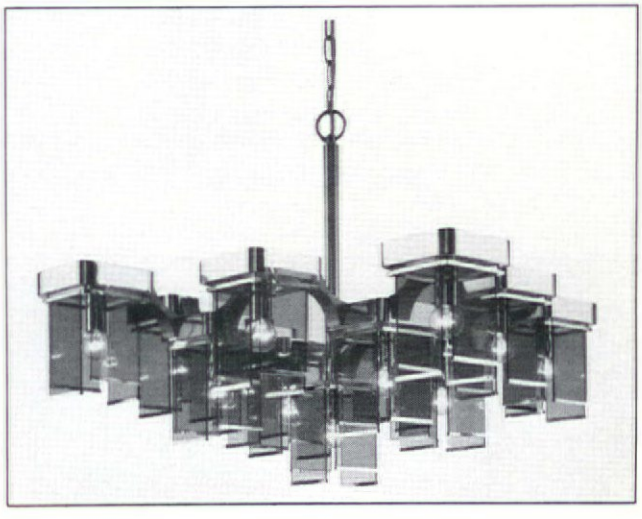
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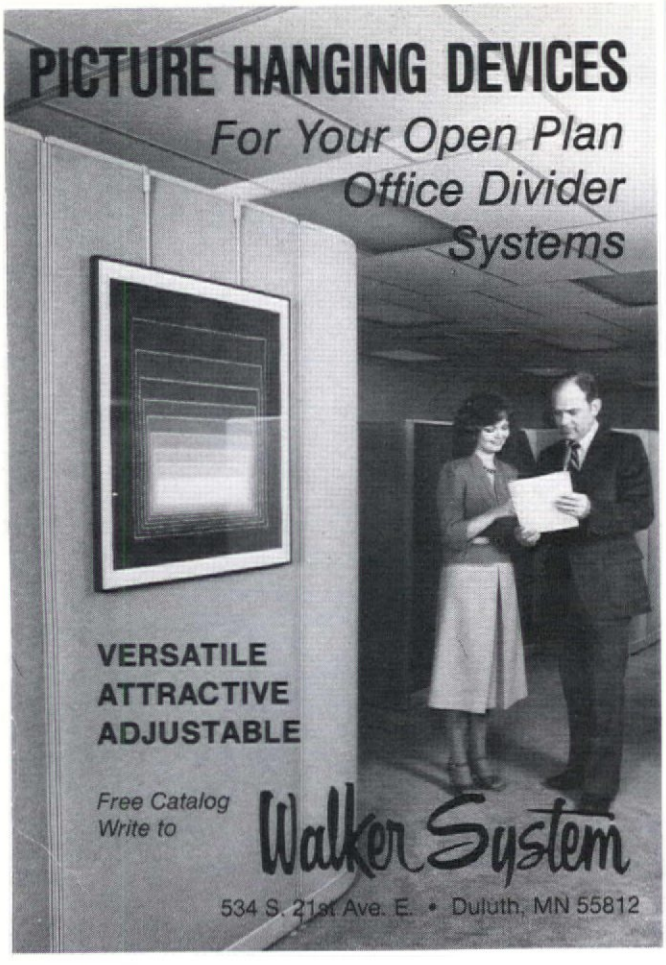
CONTEMPORARY COLORS SEEN IN KALEIDOSCOPE

Mauve, plum, blue-green, and salmon are among 12 contemporary colors specified for Kaleidoscope, a new textured loop carpet from **Criterion Mills**. Made of 3500-denier Marquesa Lana olefin yarns, 28-oz. floorcovering is one of five new textiles introduced by the firm. **Circle No. 386.**

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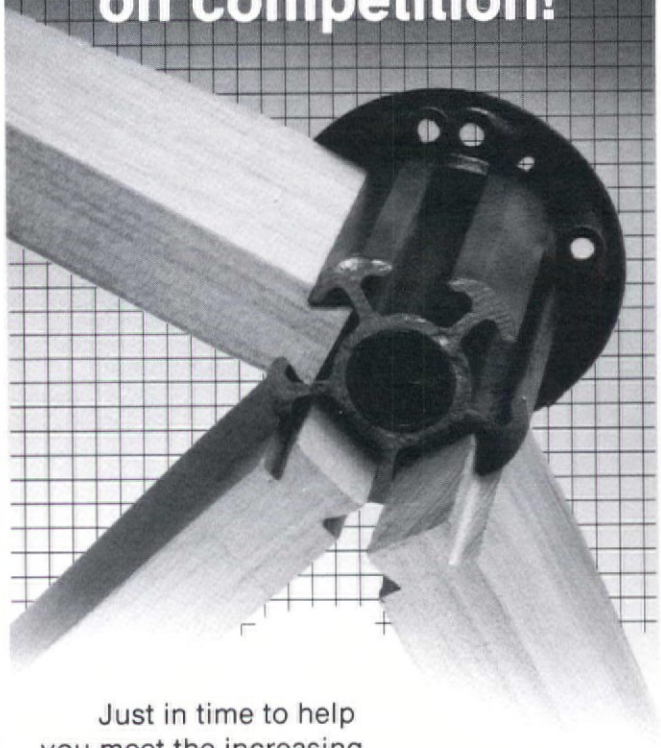
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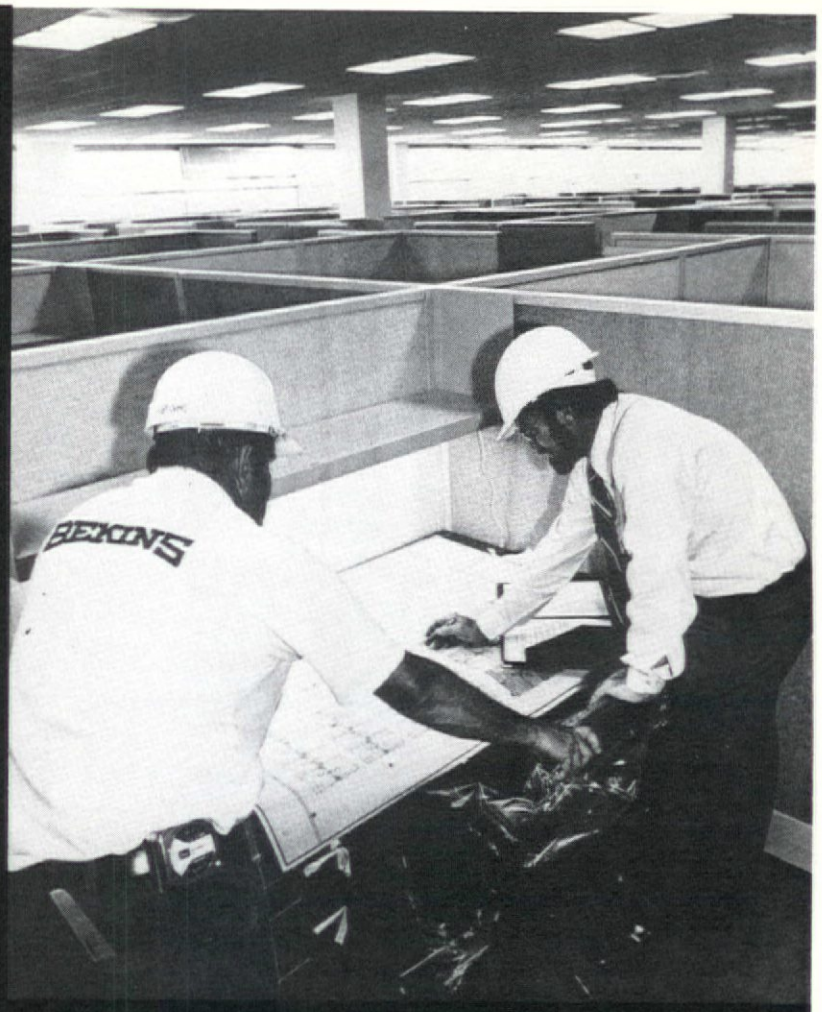
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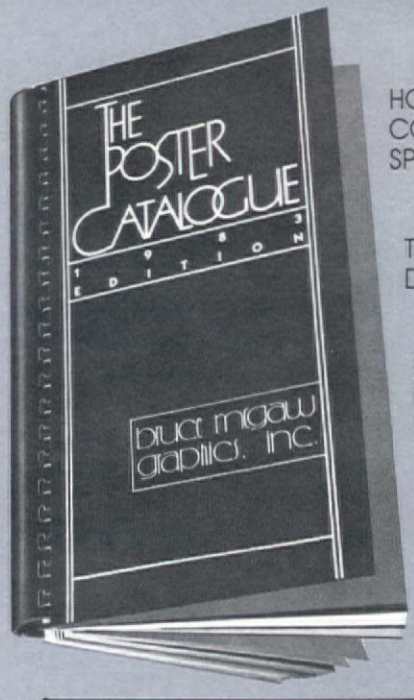
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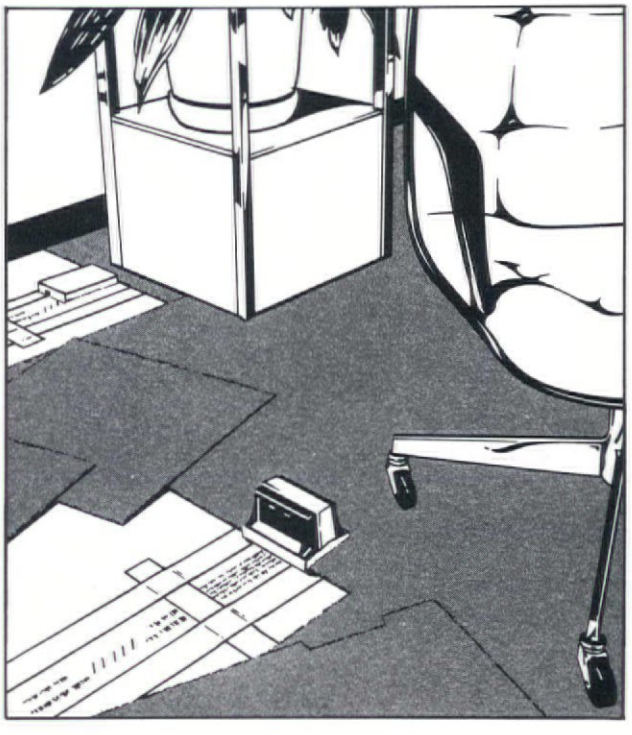
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As Director of Marketing for a new venture in computer graphics, Hales helped to bring to market a complete range of computer aids for facilities planners and managers. He currently assists corporations and design firms in the purchase and development of computer aids.

Hales has co-authored two books and has another forthcoming on computer-aided facilities planning. He received his B.A. and M.A. degrees from the University of Kansas. He holds an M.S. from the Sloan School, Massachusetts Institute of Technology.

Seminar Outline

I. DESIGNING & MANAGING FACILITIES
- Systematize first; Computerize second
- The Facilities Management Cycle
- Levels/Phases/Economic Consequences of Planning and Design
- Organizational Settings
- The Roles of Line and Staff

II. HOW COMPUTERS CAN HELP
- Five Computer Technologies
- Hardware and Software Issues
- Configurations
- Aids to Facilities Design and Management
- Benefits of Computer Technology

III. DECISION SUPPORT APPLICATIONS
- Calculations and Spreadsheets
- Statistical Projections and Graphics
- Clustering and Adjacency Analysis
- Block Layout Planning
- Vertical Stack Planning
- Specifications and Sourcing

IV. COMPUTER-AIDED DESIGN
- Area Measurements
- Detailed Layouts
- Working Drawings
- Graphic Inventories
- Visualizations
- Price-Performance Categories

V. MANAGEMENT INFORMATION SYSTEMS
- Project Management
- Fixed Asset Management
- Lease Management
- Facilities Management Systems
- Specifications and Sourcing

VI. SUCCESSFUL IMPLEMENTATION
- Getting Organized
- The Selection Process
- Proposals, Demos and Benchmarks
- Cost Factors
- Selection Criteria
- 10 Common Failures
- Requirements for Success

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CATALOGS & BROCHURES

Four-color brochure is offered for Stacor Corporation's Tecnics™ chair collection. Line features ergonomic structure in nine models, including executive and visitor chairs. **Circle No. 371.**

Tiffany Stand and Furniture Company shows in a six-page color brochure its products for the electronic office. Communications station includes extension wings and fully adjustable surfaces. **Circle No. 372.**

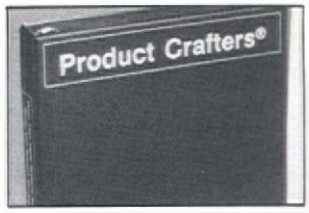
Color booklet shows wire baskets and frames as organizers for files, accessories, tools, and supplies, among a range of other objects. Produced by Fisher Haynes Corporation, units are offered in many configurations, illustrated in the brochure. **Circle No. 373.**

Catalog additions from the Hon Company show Hon Systems Group, pneumatic operator chair, and operational VDT stands. All pages are four-color. Products are shown in office settings. **Circle No. 374.**



Royale Swade book from Pervel Industries Inc. describes wallcoverings in 30 colors. Suede-look is achieved by paneling and shading in plush textured, DuPont Teflon-treated fabrics. **Circle No. 375.**

Comprehensive specification and planning guide is offered by Product Crafters Inc. to users and planners of open office systems. Report is 400 pages and is available for purchase. **Circle No. 378.**



Laminate specification booklet shows Chem-Surf, high-pressure decorative product designed for horizontal application on surfaces where chemical resistance is needed. Product is manufactured by Wilsonart. **Circle No. 376.**

Modular seating from Clarin Corporation is shown in a four-color booklet. Joined seating groups are illustrated in various configurations. **Circle No. 377.**

Carpeting designed for heavy-traffic installations is outlined in a new catalog from Designweave. Firm is a division of Tuftex Carpet Mills. **Circle No. 381.**

New literature from La Barge overviews custom mirror finishes now offered by the firm. Examples of the finish in application are shown. **Circle No. 382.**

Overhead light without ventilation is provided by VELUX fixed skylight. Wood frame is crafted with mortise and tenon joints. A brochure describes various custom options offered by the firm. **Circle No. 383.**

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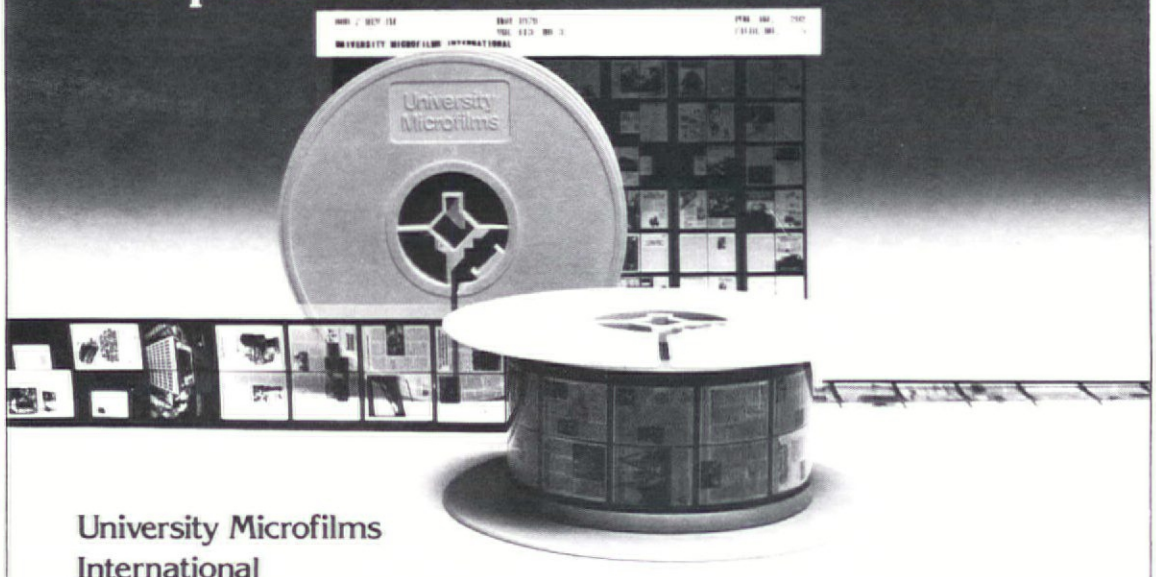
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MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

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ART REP with clients including art consultants, architects and interior designers wanted for established artist with standard line of sculptural tapestries and commissioned works impressive in public areas. Reply: Box 12194, Birmingham, MI 48009.

Established reps needed by major manufacturer of dormitory room and lounge room furniture. We are a recognized and respected vendor in the college dormitory market and are looking to expand with the addition of new reps. We offer a full marketing program and the opportunity for substantial earnings. Contact: Jim Duplessie, Gem Contract Furniture, P.O. Box 400, Gardner, MA 01440.

We are established manufacturers of designer furniture—chairs, bedroom sets, dining sets and occasional pieces in laminate or wood finishes. We have recently moved into the contract market and our prices are very competitive. We are looking for contract reps who already call on commercial designers, specifiers, hotel and restaurant suppliers, who would sell our lines. All territories are open outside of Los Angeles. JUHASZ INC., 4515 W. ADAMS BLVD., LOS ANGELES, CA 90016. (213) 731-6789 (213) 731-1893.

The classified ad section continues on the next page . . .

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REPRESENTATIVES WANTED

Western Mfg of plastic laminate furniture seeking reps in all territories. Calling on lodging ind., condo, dormitory, interior designers, architects & specifiers. High volume professional producers only. Write Box 333, CONTRACT, 1515 Broadway, New York, NY 10036.

Fantoni, U.S. based Italian manufacturer with award winning IBD designs, seeks qualified reps to call on designer/specifier and architectural community. This dynamic company's range of meticulously designed, classic contemporary furniture meets the market needs from clerical to top management. Selected territories available. Please respond stating lines carried and territories covered. Reply: Box 335, CONTRACT, 1515 Broadway, New York, NY 10036.

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Contract furniture reps wanted for complete line of wood HID ambient lighting fixtures compatible with all systems furniture. Most territories available. Send resume to AMBI-LITE, 1221 Gardenia, New Braunfels, TX 78130.

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The Hitchcock Chair Company, a manufacturer of high quality, solid wood traditional furniture is actively seeking experienced representatives nationwide to develop its contract division. Please respond by sending a resume to: P.O. Box 507, New Hartford, CT 06057, Attention: Jeffrey Pulver; or by calling (203) 379-8531.

HOTEL/MOTEL CONTRACT REPS NEEDED

Marketing development firm has need of reps for hotel/motel contract industry to develop selected national territories. Reps should have experience with designers, dealers, management groups and specifiers. Established contract factories available include casegoods, chairs, upholstered items, carpet and drapery fabrics. This is not a package offer, as each factory will individually evaluate all territories.

Reply with complete information, including present lines and territory covered to: CCM, P.O. Box 47100, Atlanta, GA 30362.

REPRESENTATIVES WANTED

Established representatives with non-conflicting lines needed for newly created contract division. Complete lines of chairs, sofas and tables with emphasis to guest room seating. Solid company established in 1921. Available territories include: Mid-Atlantic, Mid-west, Southwest and others. Contact: Larry Hollar, (704) 758-5571, Fairfield Chair Co., Lenoir, NC 28645.

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Tapestries and other media. Well-established firm seeks contract reps responsive to art and alive to sales in corporate spaces, hospitals, banks, hotels. Replies confidential. Box 336, CONTRACT, 1515 Broadway, New York, NY 10036.

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For a design oriented, innovative line of wood restaurant, hotel institutional seating. Reps should be established in the high end restaurant/hotel commercial market. Reply to Box 329, CONTRACT, 1515 Broadway, New York, NY 10036.

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Representatives Wanted by manufacturer of a quality line of desk accessories, fiber-glass and aluminum planters, waste receptacles and ashtrays. Most territories open. Send complete resume including present lines, territory covered and personnel. Reply to: Robert Charles Inc., Box 185, Milford, NJ 08848.

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Dr. John Keller
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